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REFERENCE

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[Internet Resource]

Polling the Nations. ORS Publishing. ISBN Annual academic subscriptions begin at \$495.00 for up to 1,500 FTE or for one concurrent user.

URL: <http://poll.orspub.com/>

[Revisited Aug'11] No other publicly available database provides access to 500,000-plus questions and responses from over 14,000 surveys, with a date range from 1986 to the present and with sources from the US and over 100 other countries. *Polling the Nations* began as a printed index with accompanying microfiche, transitioned to a CD-ROM product (CH, Jun'99, 36-5425), and then became an Internet resource (CH, May'06, 43-5036). With its core approach unchanged, this database remains a highly valuable resource. Improvements have been made in the additional elements found on the site, such as the material designed to assist those who are just beginning to use polling data. In the All about Polling section, entries lead to annotated bibliographies, material on the history of polling, and some tools to assist in understanding polling data. Another section examines some polling terminology, such as pretesting, and varying types of questions. More effort is now devoted to providing entry-level users with some fundamental explanations of basic polling history and events that shaped the current polling environment. The site is updated weekly and provides multiple search fields: topic, full-text search, universe (meaning geographic location), date range, polling organization, and results (categories such as men, women, Hispanics, and so forth). Using a drop-down menu, users may search polling organizations, including universities, newspapers, television news, Internet polling groups, and special-interest groups. For student or professional pollsters, the capability of narrowing a search to the specific wording used and then seeing the outcome is quite remarkable. Users may track topics over time, and students easily can incorporate actual results into papers and cite the resources used. This easy-to-use documentation should contribute to discussions of differing points of view, to debates, and to documentation of the thinking from a particular time, place, and source. For access to question-level documentation, this resource currently has no competitors. A search in an Internet browser yields many hits on a multitude of topics, but *Polling the Nations* narrows the results to who said what, where, and when--and often, through careful analysis, why--all fully documented at the single question-and-answer level. **Summing Up:** Highly recommended. Lower-level undergraduates through professionals; general audience. -- *G. R. Walden, Ohio State University*