

## Gathering and Reporting Public Opinion through Scientific Approach

Olusoji D. **Popoola**

**Abstract** Efforts have been made in this study to identify some areas in the conduct and reporting of public opinion that may be vulnerable to biases and methodological flaws with a view to correcting them and enhancing the validity and reliability of the final result. Attempt was made to justify the need for scientific approach for information gathering, data analysis and reporting of public opinion. Conscious attempts at improving the procedure, methodology and result of public opinion were suggested. It is, however, hoped that the reporters, the public opinion analysts, politicians, and governmental agencies would find the study useful in their quest to improving the quality of their presentation.

**Key words:** Public opinion, Methodological flaws, Scientific approach, Information gathering, Government agencies.

### Introduction

Peoples view on various issues, events, situations, and circumstances around them cannot be suppressed under any guise. In some cases, the views of people are required by the government of the day on some issues that concern them and which the government wants to take a decision.