Most human rights activists make assumptions about the public's views towards them and their work, but do not subject those assumptions to rigorous empirical investigation. In this special issue of the *Journal of Human Rights*, a collection of skilled survey researchers offers a rare, cross-national view of the general public's attitudes towards human rights issues, principles and organizations. This unique collection of scholarly articles draws on original data collected from Korea to Mexico, and deepens the human rights community's engagement with the art of survey research.

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**Editor: Shareen Hertel, University of Connecticut**

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