**Van Kampen's expansion approach in an opinion formation model**

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We analyze a simple opinion formation model consisting of two parties, $A$ and $B$, and a group $I$, of undecided agents. We assume that the supporters of parties $A$ and $B$ do not interact among them, but only interact through the group $I$, and that there is a nonzero probability of a spontaneous change of opinion ($A <-> I$, $B <-> I$). From the master equation, and via van Kampen's $\Omega$-expansion approach, we have obtained the "macroscopic" evolution equation, as well as the Fokker-Planck equation governing the fluctuations around the deterministic behavior. Within the same approach, we have also obtained information about the typical relaxation behavior of small perturbations.