



Capturing campaign effects

[

Brady, Henry E.
Johnston, Richard (1948-)

University of Michigan Press, c2006

E-Libro (Servicio en línea)

Monografía

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vNTI4MjQ3Nw>

Título: Capturing campaign effects Recurso electrónico] edited by Henry E. Brady and Richard Johnston

Editorial: Ann Arbor University of Michigan Press c2006

Descripción física: x, 395 p. ill. 24 cm

Mención de serie: E-Libro

Bibliografía: Includes bibliographical references and index

Contenido: The study of political campaigns / Henry E. Brady, Richard Johnston, and John Sides -- Voter decision making and campaign effects -- The paradox of minimal effects / Stephen Ansolabehere -- The impact of campaigns on discrepancies, errors, and biases in voting behavior / Patrick Fournier -- Priming and persuasion in presidential campaigns / Larry M. Bartels -- Research designs and statistical methods for studying campaign effects -- Campaigns as experiments / Stephen Ansolabehere -- Three virtues of panel data for the analysis of campaign effects / Larry M. Bartels -- The rolling cross-section and causal attribution / Henry E. Brady and Richard Johnston -- Campaign effects in congressional and senatorial races : information and issues -- Measuring campaign spending effects in U.S. House elections / Gary C. Jacobson -- Informational rhythms of incumbent-dominated congressional elections / Laurel Elms and Paul M. Sniderman -- Alternative tests for the effects of campaigns and candidates on voting behavior / Benjamin Highton -- The rules of the game and election results -- Do polls influence the vote? / André Blais, Elisabeth Gidengil, and Neil Nevitte -- Strategic learning in campaigns with proportional representation : evidence from New Zealand / Richard Johnston and Jack Vowles -- The role of the mass media -- Studying statewide political campaigns / R. Michael Alvarez and Alexandra Shankster -- Gender, media coverage, and the dynamics of leader evaluations : the case of the 1993 Canadian election / Elisabeth Gidengil and Joanna Everitt -- Mass media and third-party insurgency / Richard Jenkins

Detalles del sistema: Modo de acceso: World Wide Web

Fuente de adquisición directa: Libros electrónicos

ISBN: 0472099213 cloth : alk. paper) 0472069217 pbk. : alk. paper)

Materia: Political campaigns- United States Elections- United States Voting- United States

Autores: Brady, Henry E. Johnston, Richard (1948-)

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es