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Titolo	Communication and Midterm Elections : Media, Message, and Mobilization / / by John Allen Hendricks, Dan Schill
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Table of Contents -- List of Illustrations -- Preface -- Acknowledgments -- Part I: The 2014 Election: Issues and Agendas -- 1. Media, Message, and Mobilization: Political Communication in the 2014 Election Campaigns -- 2. The Cult(ure) of Analytics in 2014 -- 3. The "Documented Voter": Voter ID Messaging in the 2014 Texas Midterm Election -- 4. Commonsense Protections or Government Interference in Private Decisions? Competing Media Frames in the Battle over Tennessee's Abortion Amendment -- 5. Political Communication and Affective Polarization in the 2014 Midterm Elections for the US Senate: The Cases of Iowa, North Carolina, and Georgia -- Part II: Media Coverage and Effects of Television, Newspapers, and Late-Night Comedy Shows in 2014 -- 6. The 2014 Midterm Elections on Local Television: Frames, Sources, and Valence -- 7. Visual Framing of 2014 US Senate Campaign: Conflict Bias in News Coverage -- 8. The Serious

Business of Late-Night Political Humor: Foreign Policy Issue Salience in the 2014 Midterm Elections -- Part III: Technology in the Political Process -- 9. The Influence of Twitter Posts on Candidate Credibility: The 2014 Michigan Midterms -- 10. Picturing the Senate Candidates: Image Building in the Twitterverse -- 11. Personalization and Gender: 2014 Gubernatorial Candidates on Social Media -- Part IV: Advertising in the 2014 Political Process -- 12. Campaign Advertising in Florida's 2014 Gubernatorial Election: Candidate Images, Voter Enthusiasm, and Partisanship -- 13. Midterm Voters: An Investigation of the Heuristic Systematic Processing Model and Political Advertisements -- 14. Blue Governors in Red States and Red Governors in Blue States -- About the Editors -- List of Contributors -- Index.

Sommario/riassunto

This book offers a comprehensive examination of midterm elections from the lens of communications and media coverage. Using a wide variety of methods, this contributed volume covers the differences, similarities, and challenges unique to midterm elections.

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Titolo

Design Thinking Research : Taking Breakthrough Innovation Home // edited by Hasso Plattner, Christoph Meinel, Larry Leifer

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Soggetti

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Computer science
Multimedia systems
IT in Business
Innovation/Technology Management
Software Engineering
Management of Computing and Information Systems
Media Management
Media Design

Lingua di pubblicazione	Inglese
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Nota di contenuto	<p>Introduction: Design Thinking for the 21st Century Organization -- Thisisdesignthinking.net: A Storytelling Project -- Part I: Design Thinking in Practice -- Part II: Exploring Human-Technology Interaction -- Part III: Prototyping -- Part IV: Developing DT Teaching and Coaching Tools & Approaches. .</p>
Sommario/riassunto	<p>In a very unique way, design thinking enables teams and organizations to find completely novel solutions to even complex challenges and to become sustainably innovative. The desire to understand the reason for this effect and to improve our knowledge about innovation drives the HPI Stanford Design Thinking Research Program. Since 2008 scientists from the Hasso Plattner Institute and Stanford University have engaged in multifaceted research projects to find out more about the underlying principles of this method and how and why it works. The outcomes of their studies, experiments, and investigations in the 7th program year have again been compiled and are presented in this book. Special emphasis is placed on exploring how design thinking is applied in practice. This book presents insights from studies and real-world investigations. Research also focuses on design processes with regard to the rising importance of human-technology interaction that comes with technological progress. The third part of this publication compiles findings about prototyping—a core element in design thinking. Finally, design thinking education and training is addressed, presenting promising new approaches and tools. Meaningful insights have been gained by applying rigorous academic methods. And they are not only intended for scientific discourse. Instead they provide guidance and inspiration for all practitioners interested in really comprehending innovation. As we gain a deeper understanding of design innovation processes, the probability of breakthrough innovation increases.</p>