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Titolo	Applying Public Opinion in Governance : The Uses and Future of Public Opinion in Managing Government // by Scott Edward Bennett
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Descrizione fisica	1 online resource (XIV, 119 p.)
Collana	Palgrave Studies in Political Marketing and Management, , 2946-2622
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Soggetti	Political planning Political science Social sciences - Statistical methods Public Policy Governance and Government Statistics in Social Sciences, Humanities, Law, Education, Behavioral Sciences, Public Policy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Introduction -- Chapter One: The Scope of Public Opinion and Governance -- Chapter Two: The Recent Historical Context of Public Opinion in Governance -- Chapter Three: Existing Research on Public Opinion and Governance and the Research Expectations for this Work -- Chapter Four: Decision Maker, Manager and Practitioner Perspectives on Public Opinion and Governance -- Chapter Five: A Note on Mass Opinion Relating to the Role of Public Opinion in Governing -- Chapter Six: Summary and Implications -- .
Sommario/riassunto	This book explores how public opinion is used to design, monitor and evaluate government programmes in Australia, Canada, New Zealand, and the United Kingdom. Using information collected from the media and from international practitioners in the public opinion field, as well as interviews in each of the 4 countries, the author describes how views of public opinion and governance differ significantly between elites and

the general public. Bennett argues that elites generally risk more by allowing the creation of new data, fearing that its analysis may become public and create communications and political problems of various kinds. The book finds evidence that recent conservative governments in several countries are changing their perspective on the use of public opinion, and that conventional public opinion studies are facing challenges from the availability of other kinds of information and new technologies. This book is a hugely valuable contribution to a hitherto little explored field and will appeal to academics and practitioners alike.
