

1. Record Nr.	UNINA9910453749603321
Titolo	Information and public choice [[electronic resource] ] : from media markets to policy making / / Roumeen Islam, editor
Pubbl/distr/stampa	Washington, D.C., : World Bank, c2008
ISBN	1-283-30054-0 9786613300546 0-8213-7516-4
Descrizione fisica	1 online resource (250 p.)
Altri autori (Persone)	IslamRoumeen
Disciplina	338.4/730223
Soggetti	Mass media - Economic aspects Mass media - Political aspects Mass media and public opinion Communication in politics Communication in economic development Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
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## Sommario/riassunto

The ability of the media to affect outcomes in economic and political markets has been well documented. News reporting and advertising influence consumer behavior in goods and services markets by revealing (or selectively revealing) information about a product, acting as agenda setters to influence consumer demand, or enhancing competition in markets by alerting consumers to substitutes. In political markets, they can affect behavior by informing voters about a politician's views or actions, enlightening citizens to outcomes of public policy, or taking a stance on political, social, or economic

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