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Sommario/riassunto

Research indicates that people discount their own opinions and experiences in favor of those of ""experts"" as espoused in the media. The framing of news coverage thus has a profound impact on public opinion, and political decision making as a response to public outcry. However, the choice of how to frame the news is typically made to solicit viewership and high ratings rather than to convey accurate and meaningful information. This book discusses why people discount their own opinions, how the media shapes the news, when this drives political decision making, and what the effect is on the future.
