

1. Record Nr.	UNINA9910783243703321
Titolo	Public information campaigns & opinion research : a handbook for the student & practitioner // edited by Hans-Dieter Klingemann and Andrea Rommele
Pubbl/distr/stampa	London : , : SAGE , , 2002
ISBN	0-85702-453-1 1-280-36995-7 9786610369959 1-4129-3264-5
Descrizione fisica	1 online resource (xiv, 193 pages) : charts
Altri autori (Persone)	KlingemannHans-Dieter RommeleAndrea <1967->
Disciplina	659.1932
Soggetti	Advertising, Political Political campaigns Public opinion polls Communication in politics Advertising campaigns
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	""Cover""; ""Contents""; ""List of Contributors""; ""List of Figures""; ""List of Tables""; ""Foreword""; ""Campaigns and Surveys: An Introduction""; ""Part I: Communicating the message: theoretical approaches""; ""Chapter 1 - Information and Communication Campaigns: Linking Theory to Practice""; ""Chapter 2 - Modelling and Evaluating Public Relations Campaigns""; ""Chapter 3 - Towards a Theory of Campaigns: The Role of Opinion Leaders""; ""Part II: Planning and implementing national campaigns"" ""Chapter 4 - The Importance of Research in Planning and Developing Communications Campaigns: The UK Government Home Office Smoke Alarms Campaign"" ""Chapter 5 - Planning and Implementing a National campaign: Two Campaigns by the National Farmers Union""; ""Chapter 6 - Public Opinion Information and Campaign Strategies: An American Case Study""; ""Part III: Planning and implementing international

campaigns"; ""Chapter 7 - Communicating 'Europe': Implications for Multi-Level Governance in the European Union"" ""Chapter 8 - Campaign Practices and Survey Use in the European Commission: The Eurobarometer Survey"" ""Chapter 9 - The Role of Survey Research in International Campaigns: What Can be Learnt From Case Studies?""; ""Part IV: Assessment of Effects""; ""Chapter 10 - Effective Campaign Assessment: How to Learn From Your Failures""; ""Chapter 11 - Using Survey Research to Determine the Effects of a Campaign""; ""Chapter 12 - Using Market Research Techniques to Determine Campaign Effects""; ""Conclusion""; ""Chapter 13 - Using Survey Research i Campaigns: A Summary and Checklist for the Student and Campaign Practitioner"" ""Index""

Sommario/riassunto

Based upon the experiences of campaign practitioners and multidisciplinary insights, this handbook explains how to plan implement and measure public opinion using survey research and market research tools.
