

1. Record Nr.	UNINA9910808674403321
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Titolo	Do political campaigns matter? : campaign effects in elections and referendums // David M. Farrell and Rudiger Schmitt-Beck
Pubbl/distr/stampa	New York, : Routledge, 2002
ISBN	1-134-52041-7 1-134-52042-5 1-280-05646-0 0-203-28221-3 0-203-16695-7
Descrizione fisica	1 online resource (236 p.)
Collana	Routledge/ECPR Studies in European Political Science
Altri autori (Persone)	Schmitt-BeckRudiger
Disciplina	324.7
Soggetti	Political campaigns Advertising, Political Elections Voting
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.
Nota di contenuto	Book Cover; Title; Contents; List of figures; List of tables; Notes on the contributors; Series editor's preface; Preface and acknowledgements; Studying political campaigns and their effects; Calculating or capricious? The new politics of late deciding voters; When do election campaigns matter, and to whom? Results from the 1999 Swiss election panel study; Campaign effects and media monopoly: the 1994 and 1998 parliamentary elections in Hungary; Priming and campaign context: evidence from recent Canadian elections Candidate-centred campaigns and their effects in an open list system: the case of Finland Post-Fordism in the constituencies? The continuing development of constituency campaigning in Britain; Do campaign communications matter for civic engagement? American elections from Eisenhower to George W.Bush; Referendums and elections: how do campaigns differ?; Public opinion formation in Swiss federal referendums; Do political campaigns matter? Yes, but it depends; Bibliography; Index

Sommario/riassunto

This book, in bringing together some of the leading international scholars on electoral behaviour and communication studies, provides the first ever stock-take of the state of this sub-discipline. The individual chapters present the most recent studies on campaign effects in North America, Europe and Australasia. As a whole, the book provides a cross-national assessment of the theme of political campaigns and their consequences.
