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## Superintendents

Table 5.2 Newspaper Coverage of Elected vs. Appointed

Superintendents Table 5.3 Newspaper Coverage of Education

Superintendents and Governors; Table 5.4 Election-Time Newspaper

Coverage of Elected Education Superintendents; Table 5.5 Newspaper

Coverage of Elected vs. Appointed Superintendents; 6 The Political

Impact of Media Bias; Table 6.1 Survey of Studies on Effect of Media

Bias on Political Decisions; Table 6.2 Impact of Fox News on Voting;

Table 6.3 Persuasion and Mobilization Rates; 7 Market Forces and News

Media in Muslim Countries

Table 7.1 Consumer Beliefs and Satellite Television Viewership Table

7.2 Consumer Beliefs and Assessments of Quality; Figure 7.1 Country-

by-Country Newspaper Coefficients; Table 7.3 Consumption of Local

Media; 8 Political Economy of Media Capture; Figure 8.1 Inequality and

Media Freedom (Freedom House) for Democratic Countries; Figure 8.2

Inequality and Media Freedom (Freedom House) for Autocracies; Figure

8.3 Media Freedom (Freedom House) and Public Spending on Education

for Democracies; Figure 8.4 Media Freedom (Freedom House) and

Public Spending on Education for Democracies

Figure 8.5 Media Freedom (Freedom House) and Public Spending on

Health for Democratic Countries Figure 8.6 Media Freedom (Freedom

House) and Public Spending on Health for Autocracies; Table 8.1

Regional Media Freedom and Advertisement Revenues, Russian Media;

Table 8.2 Description of Variables and Data Sources; Figure 8.7

Fraction of Independent Newspapers in U.S. Counties as a Function of

Advertising Rates in 1881; 9 Fostering an Independent Media with a

Diversity of Views; 10 Media Regulation in the United States

11 Aspects of Two Media Models: France and the United Kingdom and

EU Media Governance

## 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