

1. Record Nr.	UNINA9910971007803321
Titolo	Capturing campaign effects / / edited by Henry E. Brady and Richard Johnston
Pubbl/distr/stampa	Ann Arbor : , : University of Michigan Press, , c2006
ISBN	9786612423277 9781282423275 1282423274 9780472023035 0472023039
Descrizione fisica	1 online resource (406 p.)
Altri autori (Persone)	BradyHenry E JohnstonRichard <1948->
Disciplina	324.70973
Soggetti	Political campaigns - United States Elections - United States Voting - United States
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	The study of political campaigns / Henry E. Brady, Richard Johnston, and John Sides -- Voter decision making and campaign effects -- The paradox of minimal effects / Stephen Ansolabehere -- The impact of campaigns on discrepancies, errors, and biases in voting behavior / Patrick Fournier -- Priming and persuasion in presidential campaigns / Larry M. Bartels -- Research designs and statistical methods for studying campaign effects -- Campaigns as experiments / Stephen Ansolabehere -- Three virtues of panel data for the analysis of campaign effects / Larry M. Bartels -- The rolling cross-section and causal attribution / Henry E. Brady and Richard Johnston -- Campaign effects in congressional and senatorial races : information and issues -- Measuring campaign spending effects in U.S. House elections / Gary C. Jacobson -- Informational rhythms of incumbent-dominated congressional elections / Laurel Elms and Paul M. Sniderman -- Alternative tests for the effects of campaigns and candidates on voting behavior / Benjamin Highton -- The rules of the game and election

results -- Do polls influence the vote? / Andre Blais, Elisabeth Gidengil, and Neil Nevitte -- Strategic learning in campaigns with proportional representation : evidence from New Zealand / Richard Johnston and Jack Vowles -- The role of the mass media -- Studying statewide political campaigns / R. Michael Alvarez and Alexandra Shankster -- Gender, media coverage, and the dynamics of leader evaluations : the case of the 1993 Canadian election / Elisabeth Gidengil and Joanna Everitt -- Mass media and third-party insurgency / Richard Jenkins.

Sommario/riassunto

Capturing Campaign Effects is the definitive study to date of the influence of campaigns on political culture. Comprising a broad exploration of campaign factors (debates, news coverage, advertising, and polls) and their effects (priming, learning, and persuasion), as well as an impressive survey of techniques for the collection and analysis of campaign data, Capturing Campaign Effects examines different kinds of campaigns in the U.S. and abroad and presents strong evidence for significant campaign effects. "Capturing Campaign Effects is an accessible and penetrating account of modern scholarship on electoral politics. It draws critical insights from a range of innovative analyses." --Arthur Lupia, University of Michigan "What a wonderful way to usher in the new era of election studies This book spotlights fascinating paradoxes in the literature of voting behavior, highlights many promising approaches to resolving those paradoxes, and shows how these strategies can yield important findings with terrific payoffs for our understanding of contemporary democracy. Fasten your seatbelts, folks: scholarship on elections is about to speed up thanks to this collection of great essays." --Jon Krosnick, Stanford University "The past decade has seen a renewed interest in understanding campaign effects. How and when do voters learn? Does the election campaign even matter at all? Capturing Campaign Effects draws on leading political scientists to address these matters. The result is a collection that will become the major reference for the study of campaigns. The lesson that emerges is that campaigns do affect voter decision making, usually for the better." --Robert S. Erikson, Columbia University Henry E. Brady is Class of 1941 Monroe Deutsch Professor of Political Science and Public Policy, and Director of the Survey Research Center at the University of California, Berkeley. Richard Johnston is Professor and Head of Political Science and Distinguished University Scholar at the University of British Columbia.
