Media Effects on Voters: A Panel Study of the 1992 Presidential Election

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Description
How do today's voters react to the phenomenon of 'attack journalism' in this age of televised presidential campaigns? This book presents an intensive analysis of mass media effects on a panel of eighteen voters from Columbia, South Carolina during the 1992 presidential elections. Beginning with individual interviews in July of 1992 and continuing through November, Cavanaugh's study provides a long-term look at voters in the decision-making process as well as insight into how various news items affect their voting choices.

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