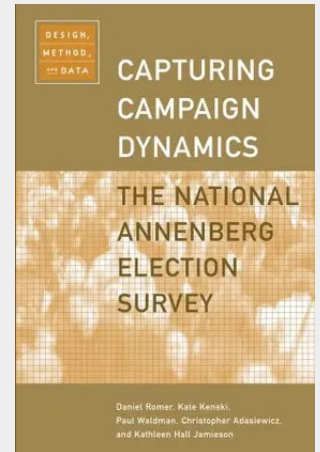


Capturing Campaign Dynamics

The 2000 presidential election was one of the closest and most dramatic elections in American history. Over the year 2000, the Annenberg Public Policy Center conducted the largest study ever undertaken of the American electorate--the National Annenberg Election Survey (NAES). Capturing Campaign Dynamics: The National Annenberg Election Survey: Design, Method, and Data presents the results of this survey to the general public for the first time. The book includes a CD-ROM of the NAES codebooks and data, featuring more than 100,000 interviews with adults living in the United States, which were conducted nearly every day throughout the year 2000. The data contained on the NAES CD-ROM are in both SPSS format and tab-delimited format for use with other statistical software. In addition, it is the first book to focus on rolling cross-sectional analysis, a relatively new and exciting survey research methodology. The book walks researchers through different strategies for analyzing rolling cross-sectional data to understand campaign dynamics. It also provides an introduction to time series analysis and other methods for exploiting this rich database. Capturing Campaign Dynamics: The National Annenberg Election Survey: Design, Method, and Data is ideal for courses in survey research methods in political science, communication studies, and analysis of public opinion. It will also be of great interest to scholars and professionals such as pollsters and political consultants.



84,00 €
78,50 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9780195165043
Medium: Buch
ISBN: 978-0-19-516504-3
Verlag: OUP USA
Erscheinungstermin: 11.09.2003
Sprache(n): Englisch
Auflage: Erscheinungsjahr 2003
Produktform: Kartoniert
Gewicht: 347 g
Seiten: 0
Format (B x H): 155 x 233 mm

