Opinion polls have changed the political process probably as much as modern media. This is why we need thorough evidence on their role, effects, and institutional environment. This book provides this evidence from an international perspective and by first-rate authors.

-Wolfgang Donsbach, Dresden University of Technology, Germany

Backed by leading public opinion and communication scholars, Christina Holtz-Bacha and Jesper Strömbäck have created the best volume yet on the interplay of polls and media. Essential reading for scholars, practitioners, and students—indeed for anyone interested in the subject.

-Thomas E. Patterson, Harvard University, USA

Opinion Polls and the Media provides the most comprehensive analysis to date on the relationship between the media, opinion polls, and public opinion. Looking at the extent to which the media, through their use of opinion polls, both reflect and shape public opinion, it brings together a team of leading scholars and analyzes theoretical and methodological approaches to the media and their use of opinion polls. The contributors explore how the media use opinion polls in a range of countries across the world, and analyze the effects and uses of opinion polls by the public as well as political actors.

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