

Media & Elections

Political Science

The role of news coverage in campaigns.

Effects with reasonable evidence.

Better evidenced

Agenda setting — what issues seem important

Priming — which criteria voters apply

Framing — how an issue is understood

Horse-race coverage crowding out policy

Weaker evidence

Direct persuasion changing vote choice

Single stories deciding outcomes

Endorsements shifting large blocs

Educational reference. Agenda setting is the most robust finding: media rarely tell people what to think, but do influence what about.