

Marketing and the Media

- Last time: On-line processing and spin control
- Today:
 - Who gets the news?
 - Whose opinions can be “spun”?

Prospect theory and politics

- Implication: *spin control* is potentially important
 - binary choices can be reversed via subtle changes in decision frame
 - if an elite can affect the *news agenda*, the news media may unwittingly affect public opinion via its framing of those issues
- Who controls the policy/issue agenda? How much room is there for priming by strategic actors in politics?
- Who controls the selection of decision frame?
 - do different people choose different frames? If so, why and under what conditions?

On-line processing

- How do we know what people know and how they make judgments?
- Lodge, McGraw and Stroh: 2 models of candidate evaluation
 - *memory-based* model: current judgment is based on a (perhaps unbiased) assessment of recalled data
 - *impression-driven* model: current judgment based on a retrieval of a “running tally” of marginal judgments; the data bits on which the judgments are based *may* be disposed of