

¿Por qué importan las campañas electorales?

Why Are Election Campaigns Important?



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Why do election campaigns matter? Do all the campaigns have the same impact on the citizens? What makes a person change their voting intentions? Are some more likely than others to change their voting intentions? Why? These are the questions addressed in this book. It is normally said that during the campaign electors encourage themselves to vote, reinforce or change their vote. In this study, in a comparative perspective, it is also argued that there are people who fail to vote specifically because of the election campaign. Evidence is shown that some political elites are interested or seek this deactivation, even if they do not do so explicitly, and in some cases, deny it.

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