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The Poll as a News Event in the 1980 Presidential Campaign

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Abstract

Public opinion polls made up 15 percent of the news events covered during the 1980 presidential election campaign, but news stories generated by polls were no more likely to receive better play in the 50 newspapers studied than other stories about the campaign. Horserace polls were popular with editors during the last two weeks of the campaign. Issue Section: Articles

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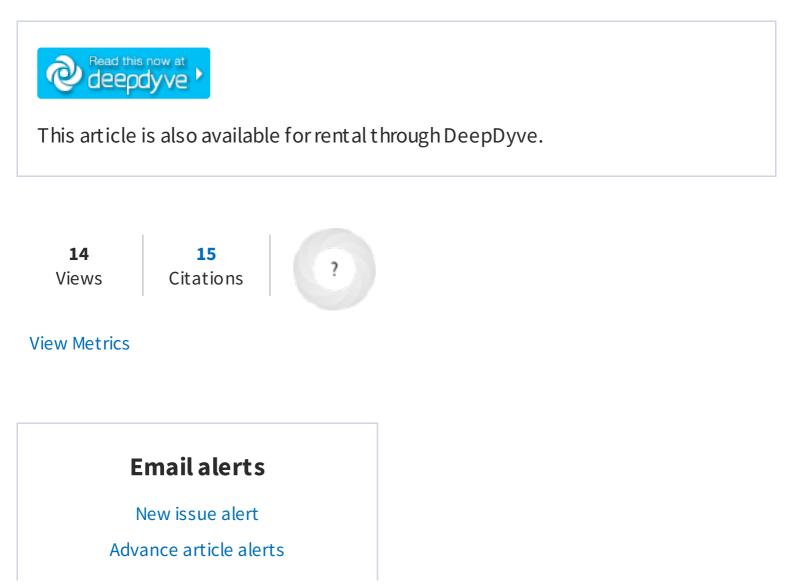
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