



Researching the Public Opinion Environment: Theories and Methods (SAGE Series in Public Relations)

Sherry Devereaux Ferguson

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Researching the Public Opinion Environment: Theories and Methods informs the reader on the rationale, purposes, theories, and methodologies involved in researching the public. The book is divided into four parts. Part One looks at the theories and systems relevant to opinion research. Part Two addresses the topics of monitoring and analyzing the media. Part Three describes the basics of survey research, focus groups, Delphi techniques, stakeholder assemblies and Q methodology. Part Four analyzes the impact of the media.

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