

# 1: Introduktion

Videregående kvantitative metoder i studiet af politisk adfærd

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# 1 Motivation

Longstanding theme in public opinion: media influence

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»The world that we have to deal with politically is out of reach, out of sight, out of mind. It has to be explored, reported, and imagined. Man is no Aristotelian god contemplating all existence at one glance.

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– Lippmann, *Public Opinion*

