

na formação da opinião pública, muito além do que acontece dentro das paredes do governo e do parlamento (Banaszak & Ondercin, 2016). Por fim, as autoras tecem importantes recomendações a estudiosos de opinião pública e de movimentos sociais, enquanto avaliam as implicações de seus achados:

*“Despite a host of research that focuses on how political elites influence public opinion, (...) [it] was not a significant predictor in the case of gender attitudes. Our findings serve as a minor adjustment to [that] view (...). If public opinion responds to social movements as well as to cues from elites, this suggests that as long as the mass media report major protest events, there is room for citizens to move opinion as well. For scholars exploring how political or media elites lead opinion, our results suggest the importance of considering social movements when looking at issue areas where citizen mobilization has occurred. Our findings also suggest that social movement scholars need to revisit studies of the social movement outcomes. First and foremost, the literature on social movement outcomes has focused on policy change. This focus, while important, ignores many social movement activists’ view that they are themselves a source of opinion change. Equally important, social movements are often juxtaposed against public opinion in explanations of policy outcomes. However, our findings indicate that such analyses underestimate the effects of social movements since movements also change opinion, even as they also seek policy change. Social movement scholars have been hampered in exploring the role of public opinion by the limited availability of consistent measures over time (...). We hope [our] method leads to a revisiting of the relationship between movement mobilization and public opinion in the understanding of policy outcomes and a blossoming of research on public opinion as a social movement outcome.”* (L. Banaszak & Ondercin, 2016, p. 373)

Análise de movimentos e do impacto sobre a opinião pública parece largamente dependente da interlocução midiática entre os dois grupos de atores. Supõe-se que o impacto de um sobre o outro esteja condicionado a ter ou não ter atenção dos meios