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## Personal Influence Katz Elihu Lazarsfeld Paul

**“personal influence”: social context and political competition** - “personal influence”: social context and political competition by andrea galeotti and andrea mattozzi\* this paper studies the effect of social learning on political outcomes in a model of informative campaign advertising. voters’ communication network affects parties’ incentives to disclose political information. **the influence personal influence the study of audiences** - hegemonic influence has strong echoes with an earlier struggle in the middle of the past century, one that was formative in framing the study of the television audience thereafter. by going back to the publication of personal influence (katz and lazarsfeld 1955) and even earlier, we can reconstruct a longer history of **personal influence - sage publications** - personal influence (katz and lazarsfeld 1955/2006) put forward and tested a variety of hypotheses about how social contexts constrain media effects. five such hypotheses are described: three about interactions of media exposure with social context (stability, conformity, and instrumental) and two about two-step **the landmark 1955 study by elihu katz and lazarsfeld** - if we were to trust the first chapter of personal influence the landmark 1955 study by elihu katz and lazarsfeld the whole of pre-war research would seem to us naive in its methods and crude in its conclusions. katz and lazarsfeld’s well-written, fifteen-page synopsis of the ideas with which mass **eliu katz ve paul lazarsfeld - prof. dr. İrfan erdoğan** - personal influence elihu katz ve paul lazarsfeld iletişim kuramlarıyla ilgili önemli değişimler, 1940’ların başlarında gelmeye başlamıştır. bu değişim, kitle iletişim araçlarının “uyaran-tepki modeline” dayanan güçlü etkisinden, dolayısıyla kitle toplumu düşüncesinden uzaklaşma olarak nitelenir. **e56dd0b4a174c630f305?utm\_source=o8-rdl2-a-0720 2- 2&utm ...** - katz, elihu, 1926- personal influence: the part played by people in the flow of mass communications / elihu katz & paul f. lazarsfeld ; with a new introduction by elihu katz and a foreword by elmer roper.—2nd ed. p. cm. t.p. verso: “originally published in 1955 by the free press.” includes bibliographical references and index. **the roles of interpersonal communication in mass media ...** - the roles of interpersonal communication in mass media campaigns half a century ago, katz and lazarsfeld’s (1955) personal influence presaged the trajectory of late twentieth-century mass communication research and its move away from an assumption that mass media messages dictate people’s behavior directly.

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