

PSC 336
Money and Politics
Reading Questions for February 29

Reading: Gerber, Alan S., James G. Gimpel, Donald P. Green, and Daron R. Shaw. 2011. "How Large and Long-lasting Are the Persuasive Effects of Televised Campaign Ads? Results from a Randomized Field Experiment". *American Political Science Review* 105(1): 135-150.

Skip the section "Gauging the Effects of Broadcast Television and Radio"

Class Journal Questions:

In your own words, provide brief answers to the following 3 questions:

- What is the author's research question (or questions)?
- What is the main argument (or arguments)?
- What evidence does the author provide for her argument(s)?

Answers are due in your class journal by the start of class.