

Effect of campaign advertising expenditures on vote outcomes in Great Britain's general election

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20437981&lokasi=lokal>

Abstrak

The use election result data enables us to examine the relationship between candidates' expenditures and the share of votes they won in the election. Therefore, an empirical investigation can utilize a large cross-sectional sample of observations of the same product, or candidates.