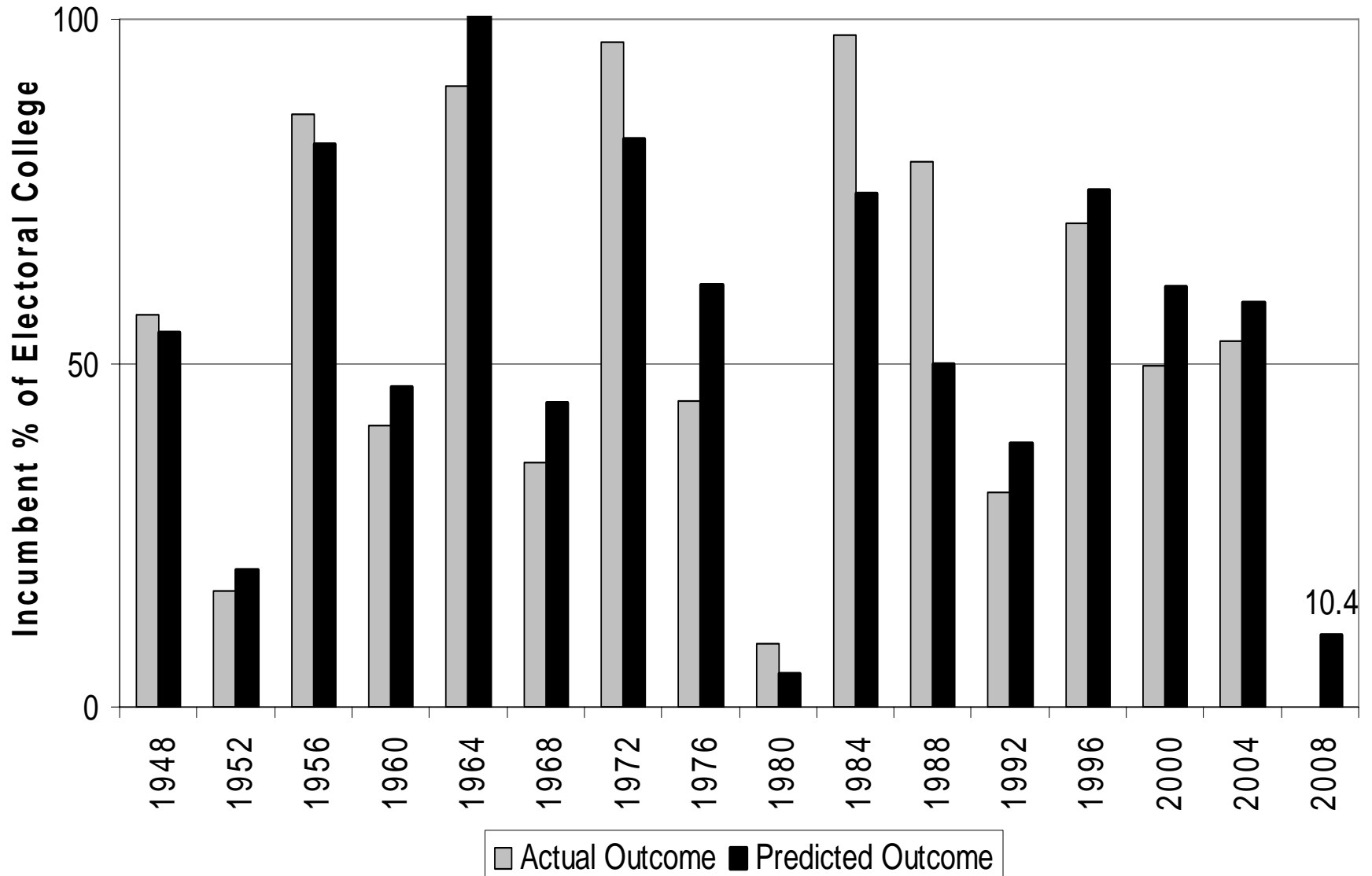




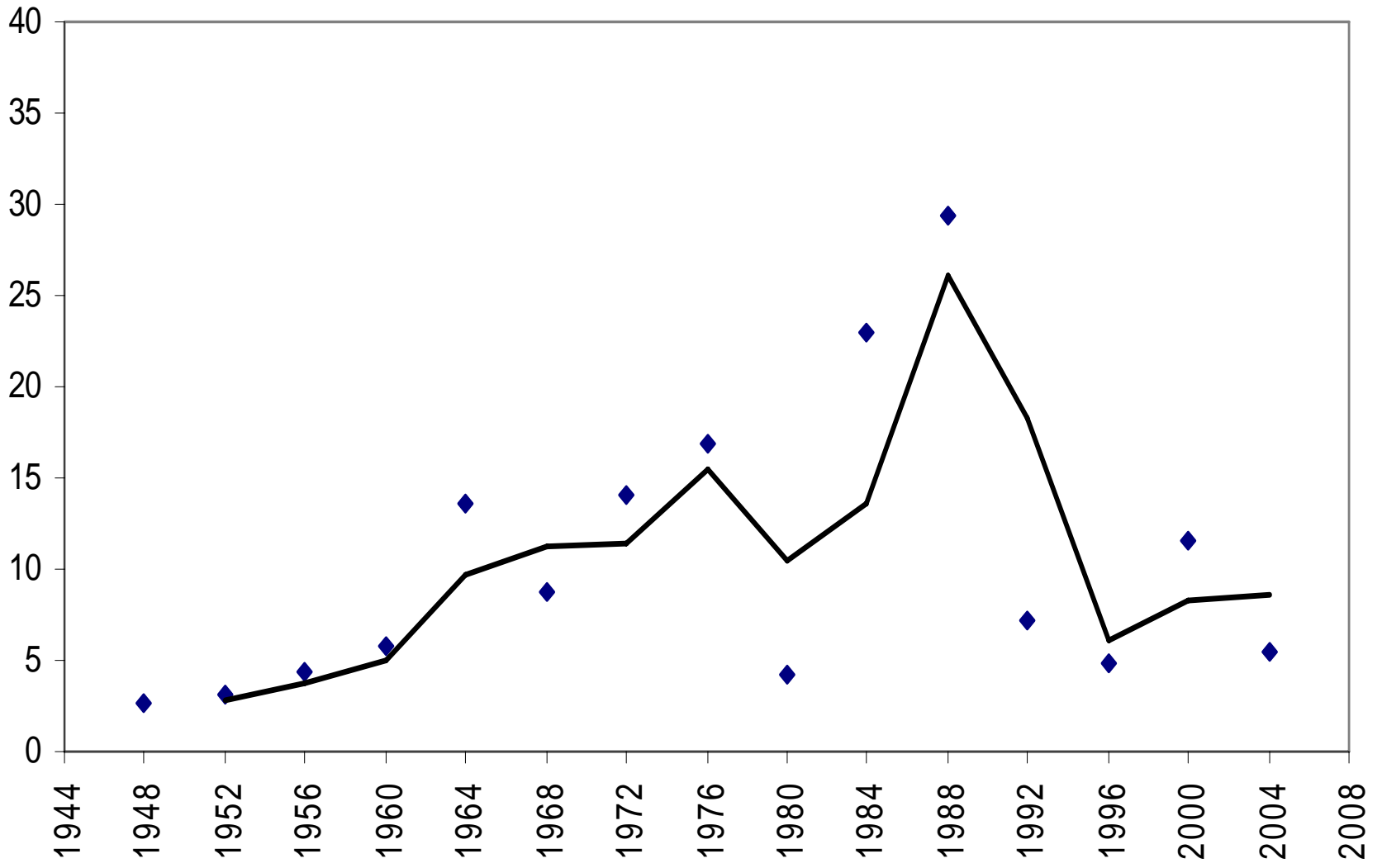
Do Political Ads Persuade?

Michael M. Franz
Bowdoin College

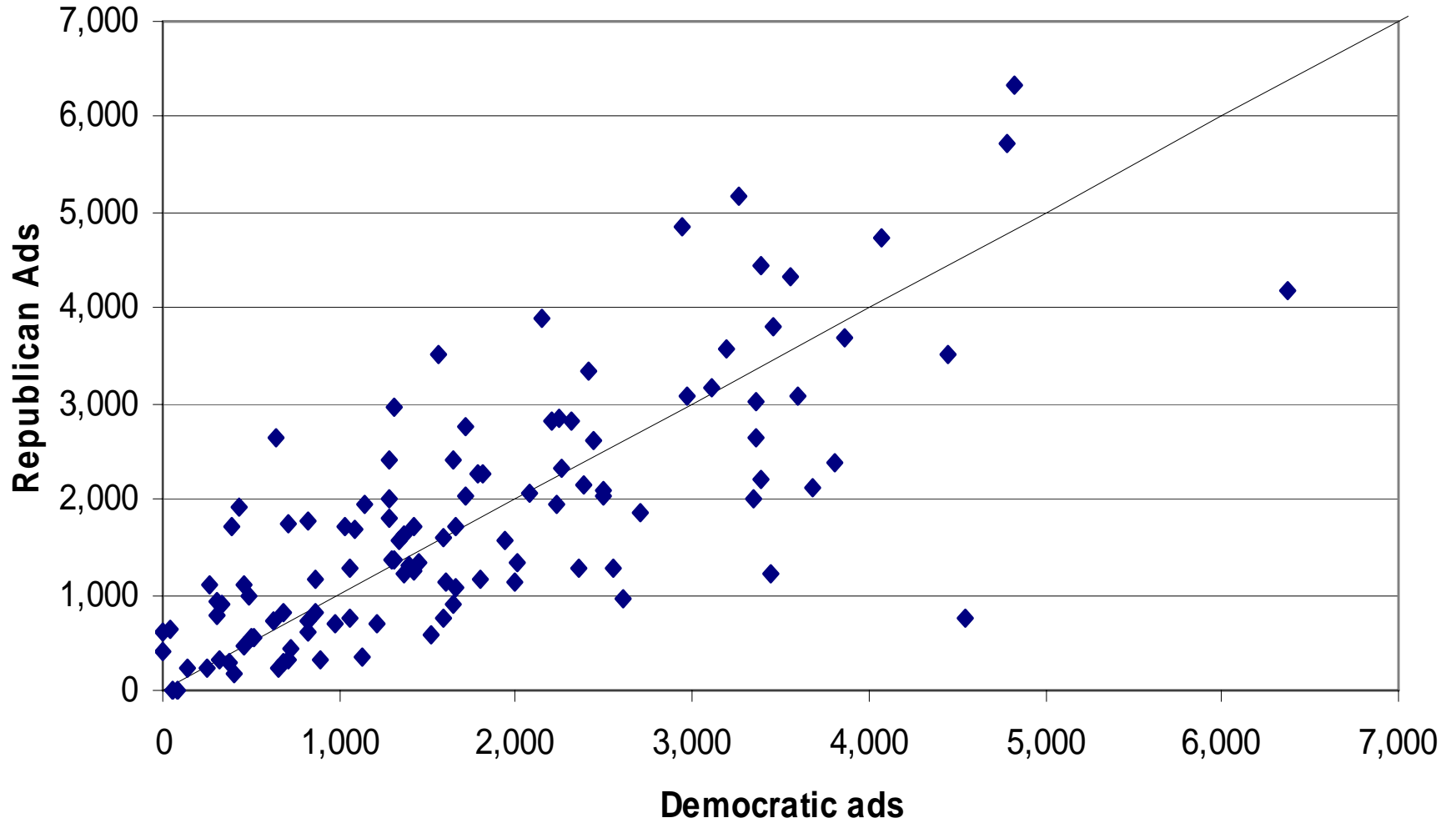
Forecasting Presidential Elections



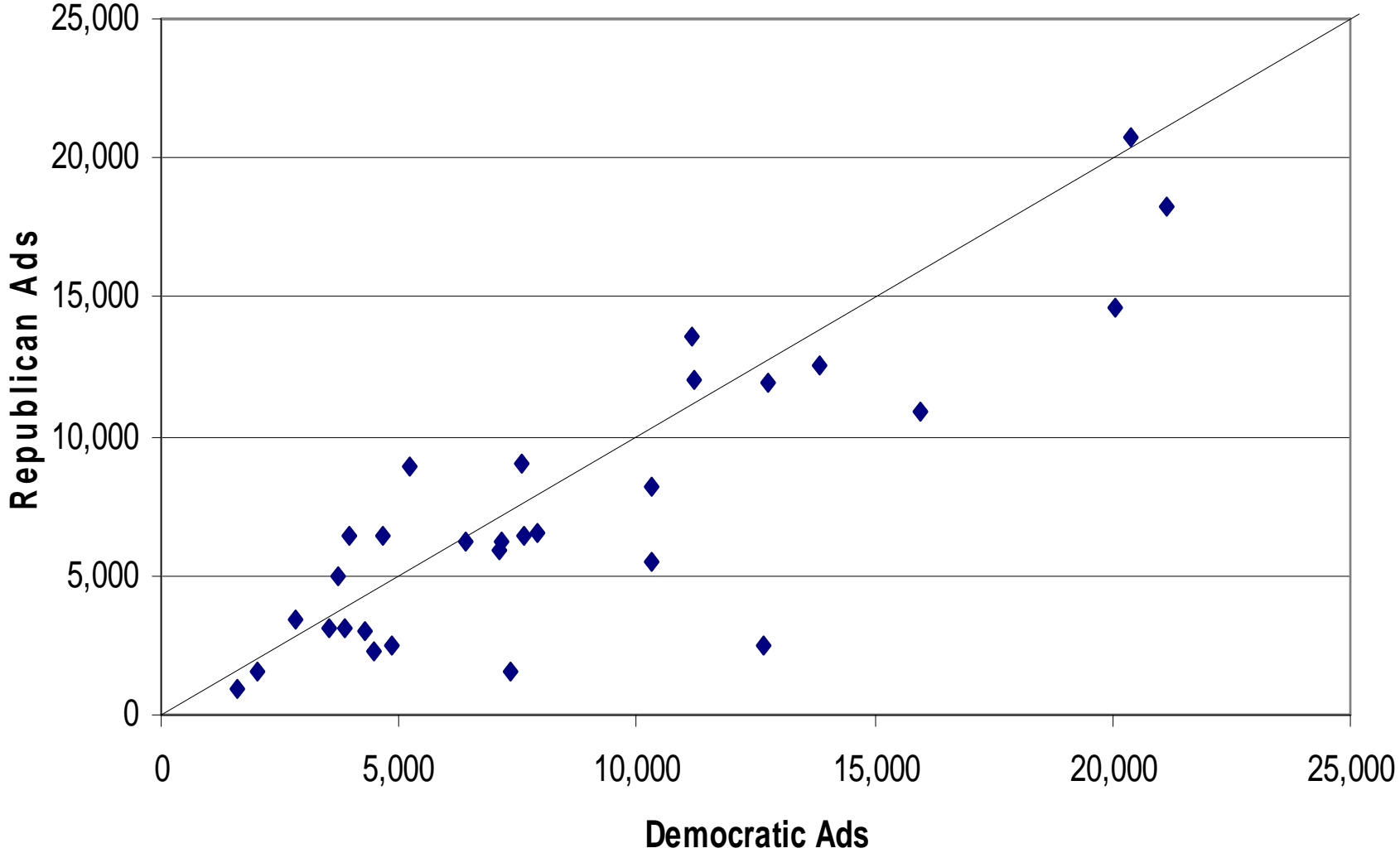
Prediction Error



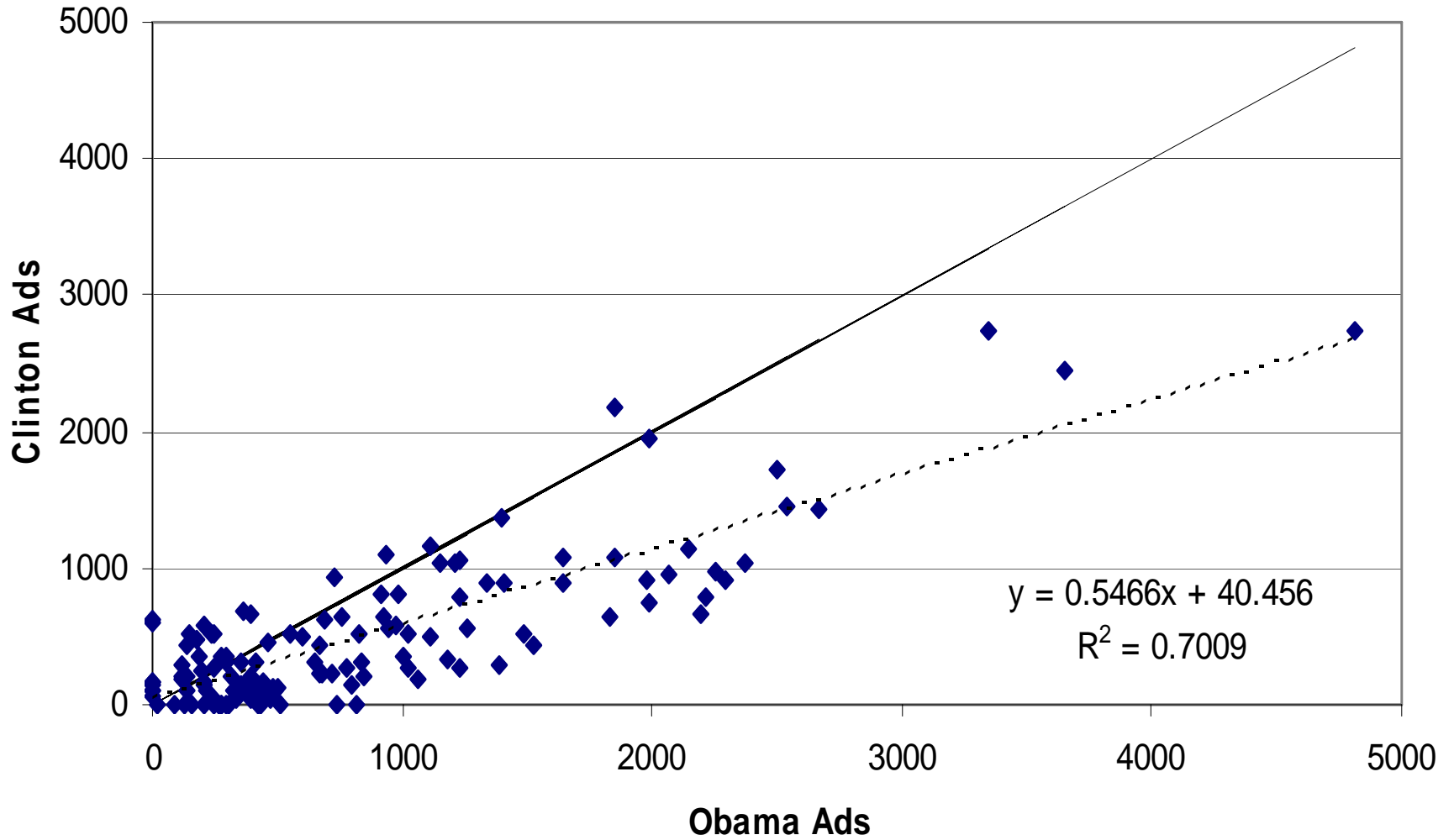
Competitive House Races, 2000--2004



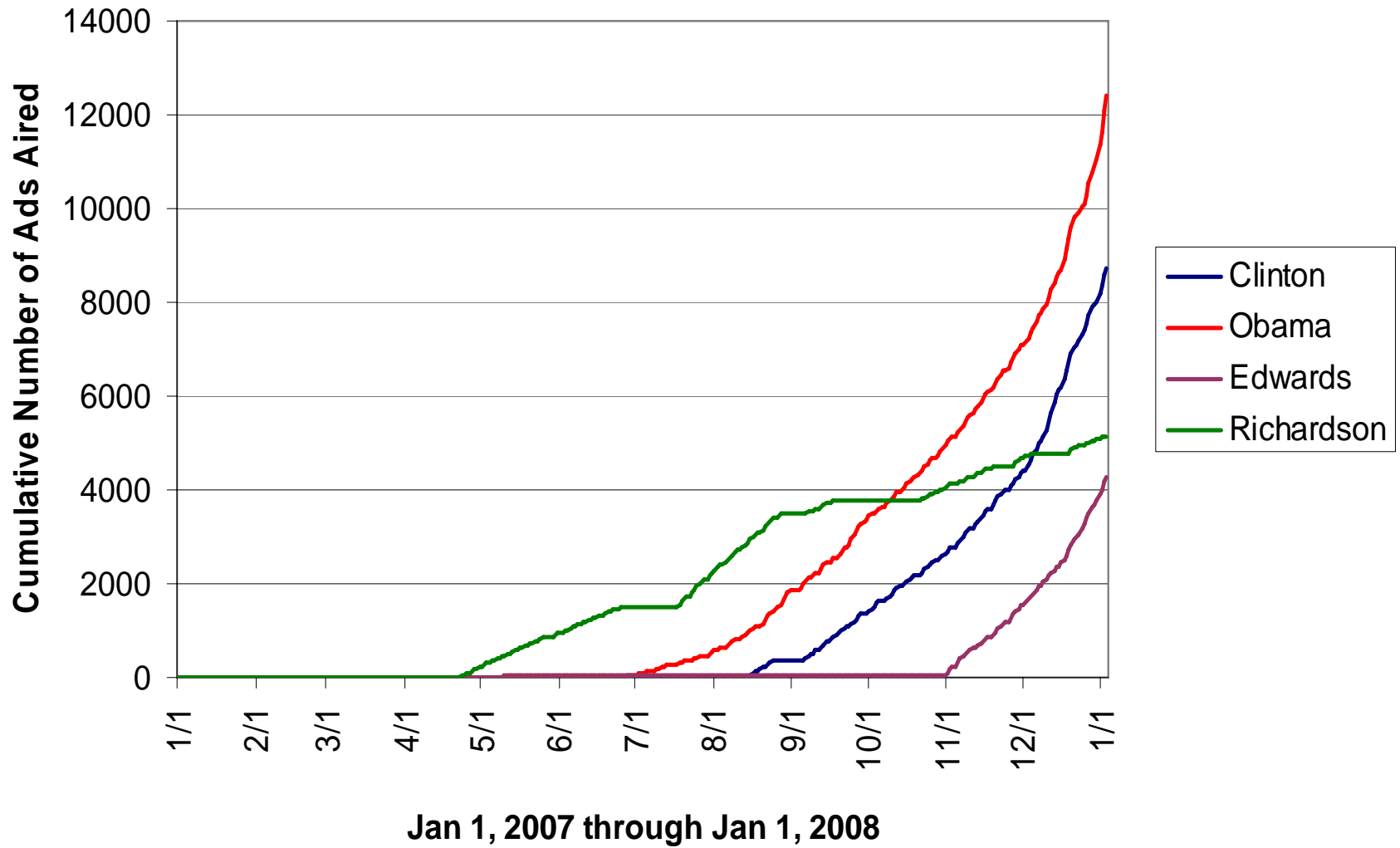
Competitive Senate Races, 2000--2004



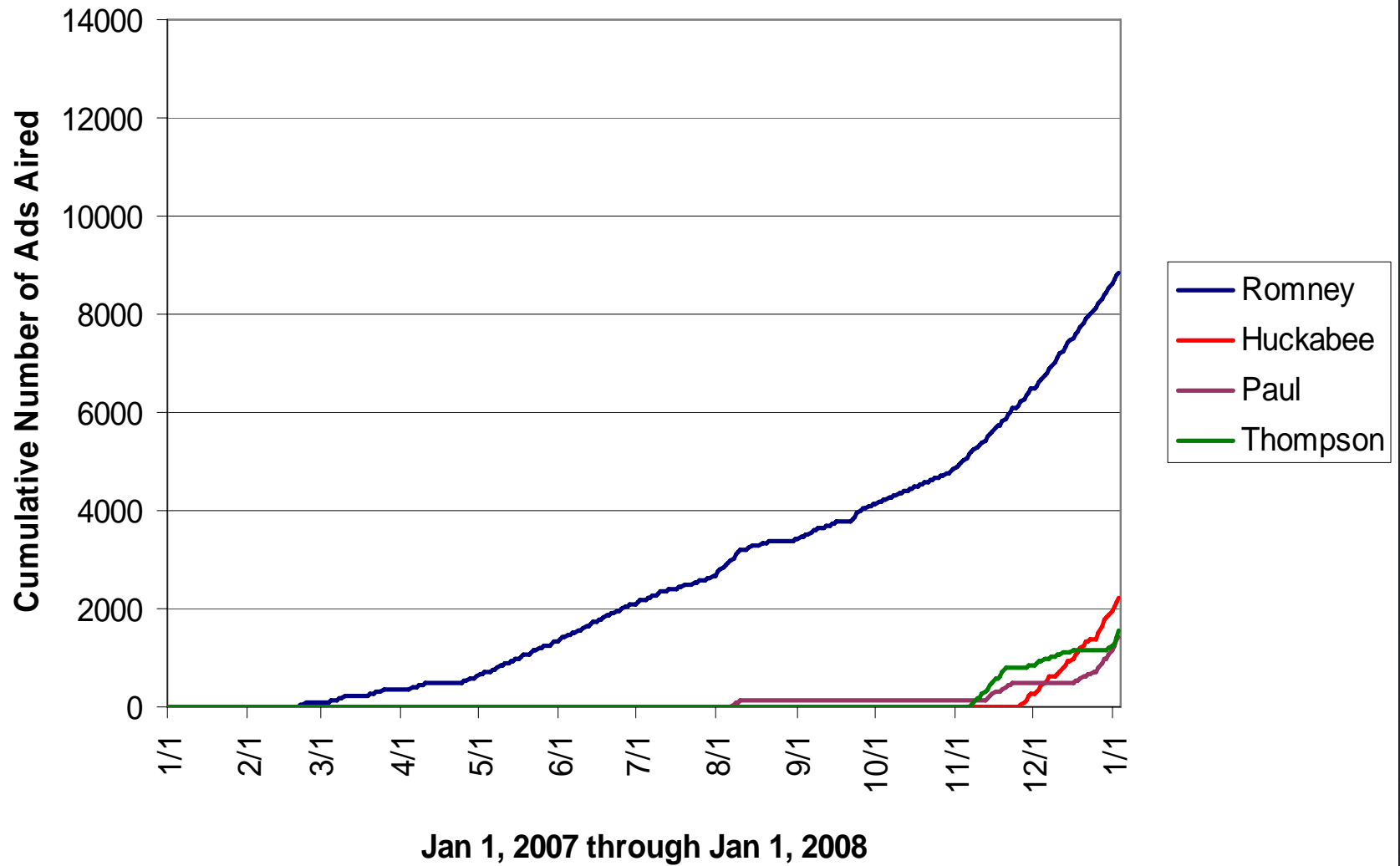
Obama vs. Clinton (Media Markets), 2008



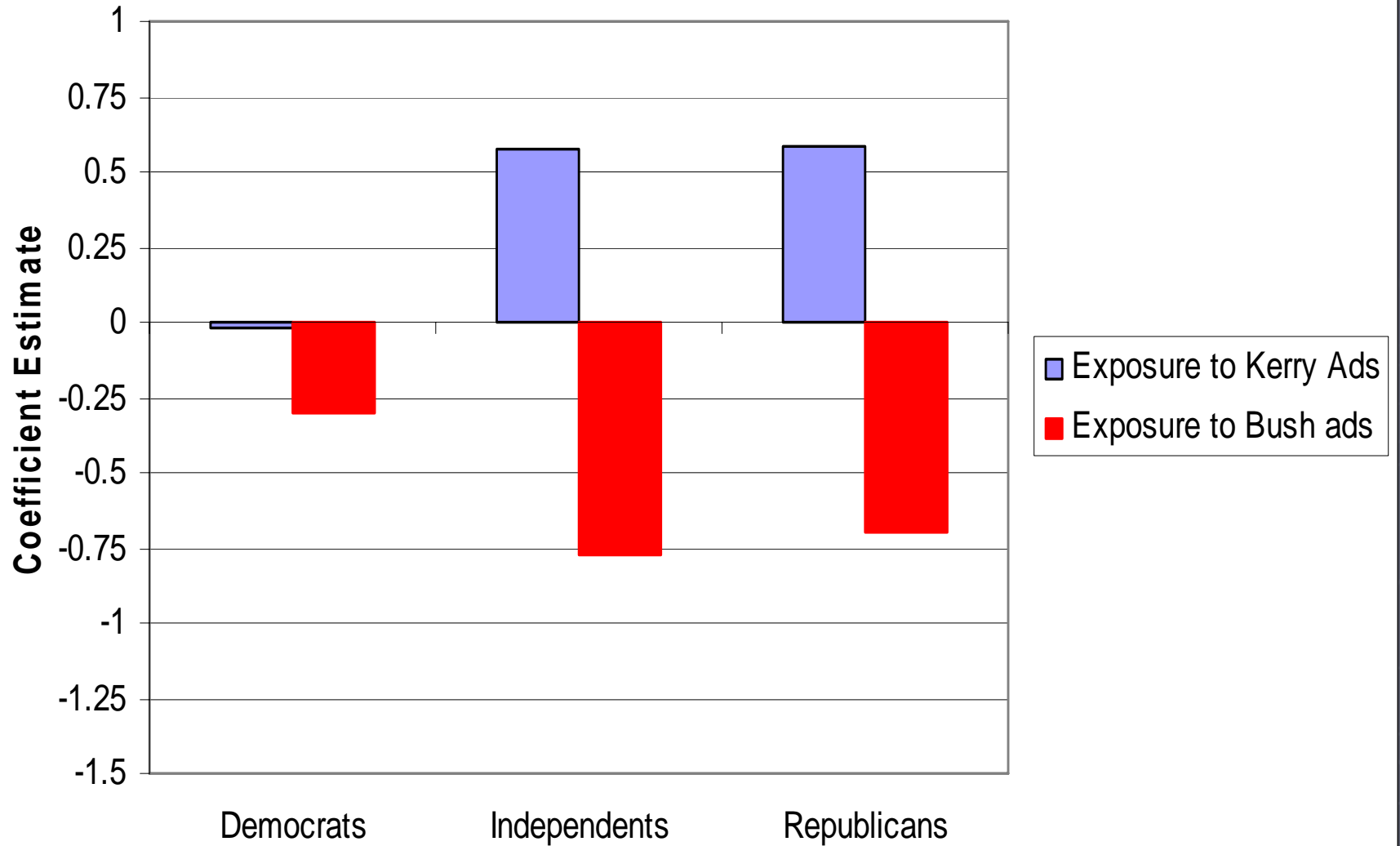
Iowa---Democrats



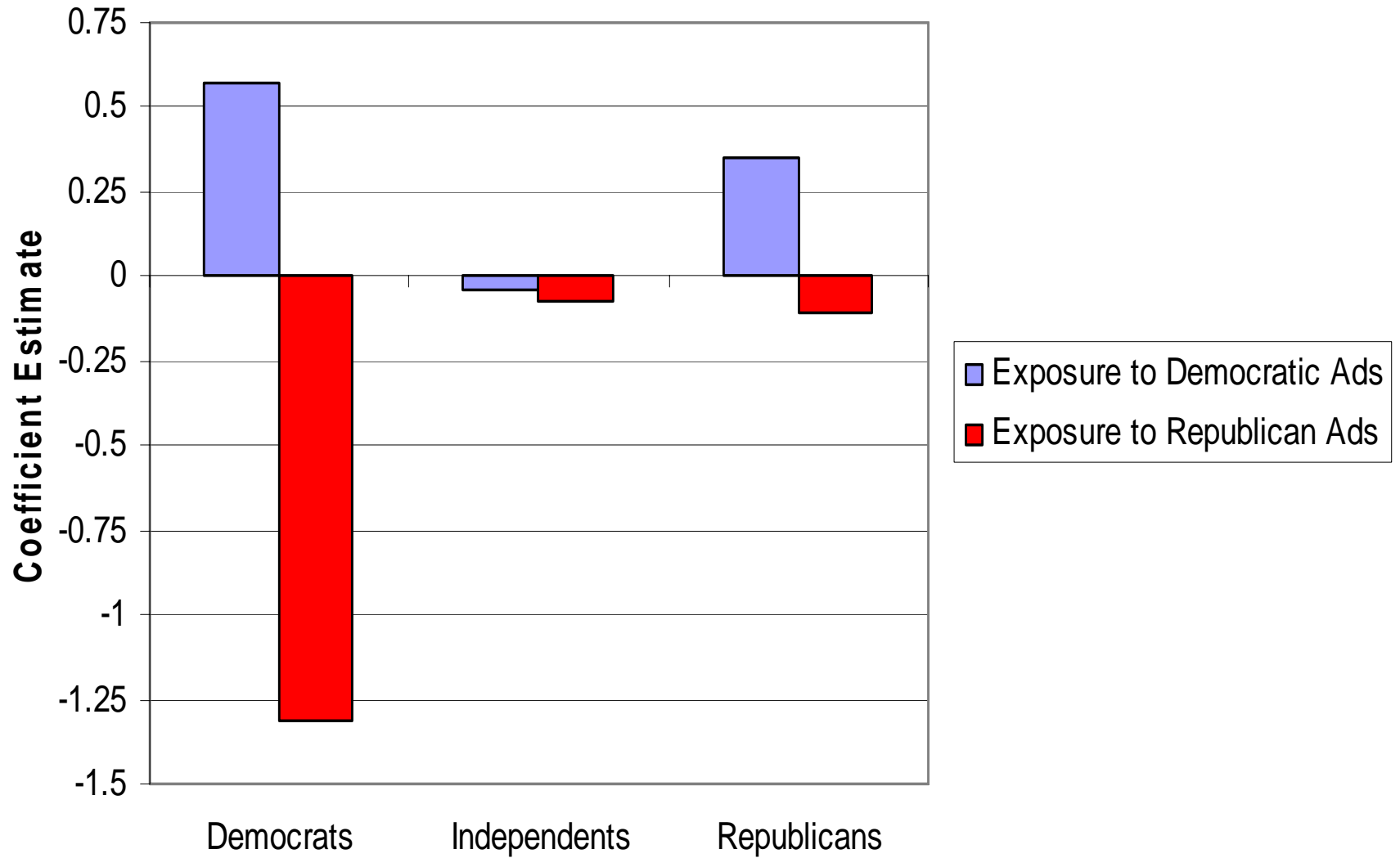
Iowa---Republicans



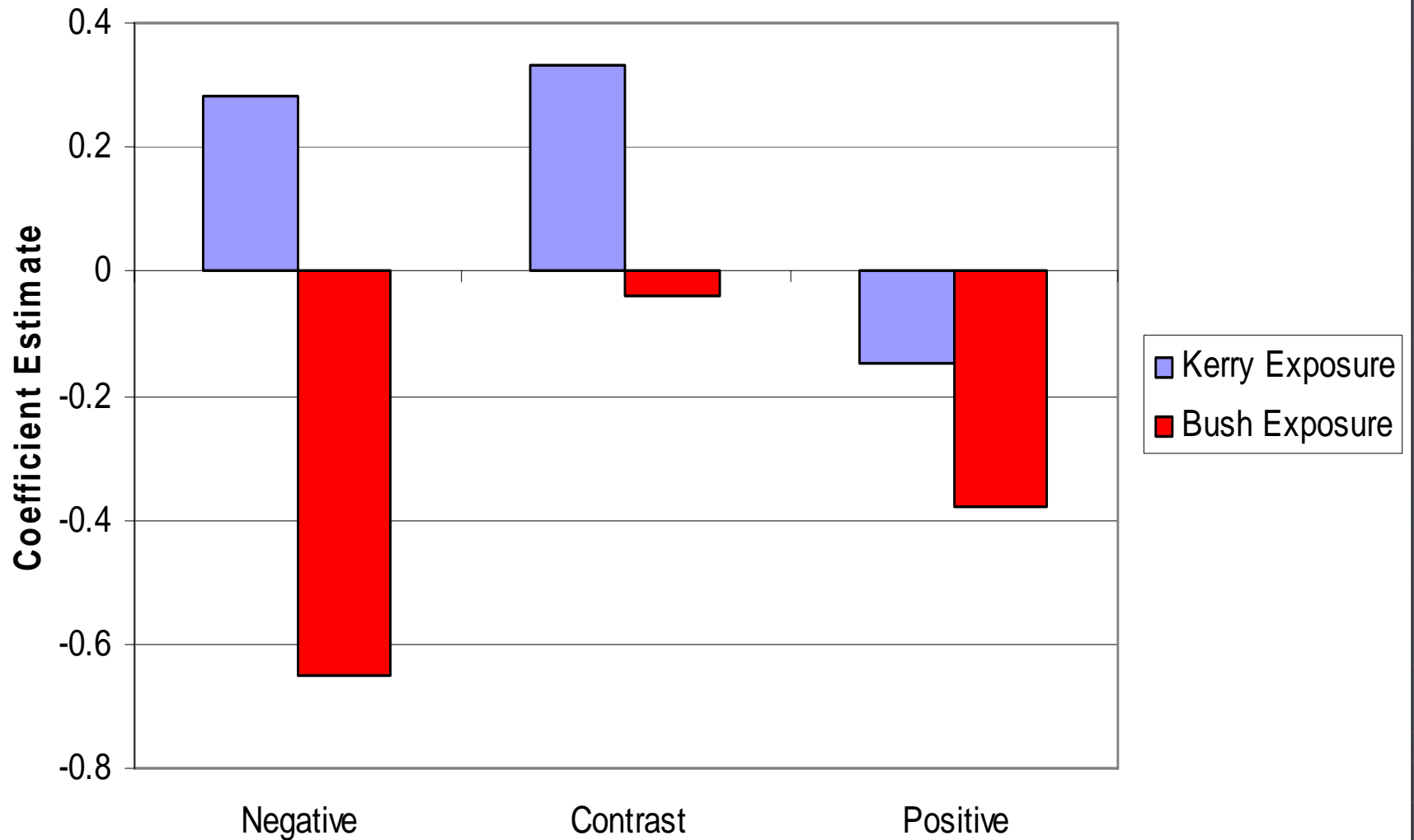
Effect of Ads on Voting for Kerry in 2004



Effect of Ads on Voting for Senate Democrats in 2004



Effects of Tone Appeals on Voting for Kerry in 2004



Effects of Tone Appeals on Voting for Senate Democrat in 2004

