

The communication strategies of European think tanks

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Abstract

Visibility in the media is one of the strategies used by think-tanks to raise their profile as promoters and sources of information on issues of interest to the public. This research examines the communication strategies of the main European think tanks included in the international economic policy category of the 2018 Global Go To Think Tank Index Report through their media representation. A quantitative analysis of news published by 19 think tanks over 10 years (2009-2018) is carried out, from the beginning of the crisis in the euro area to the moment of recovery and subsequent economic growth. The published content has been obtained using Factiva®, a Dow Jones & Company tool that provides access to more than 35,000 media outlets worldwide. The results suggest that UK-based think tanks have a significant level of media activity. It also shows the high level of thematic concentration of the think tanks analysed.

Keywords: *think tank; communication strategies; economic policy*

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