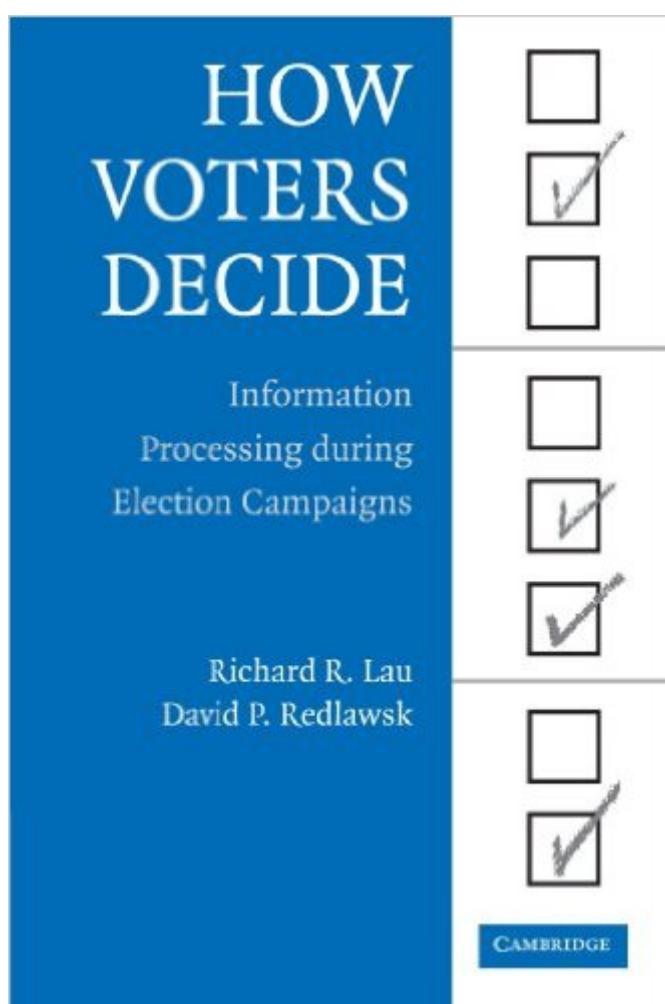


The book was found

How Voters Decide: Information Processing In Election Campaigns (Cambridge Studies In Public Opinion And Political Psychology)



Synopsis

This book attempts to redirect the field of voting behavior research by proposing a paradigm-shifting framework for studying voter decision making. An innovative experimental methodology is presented for getting 'inside the heads' of citizens as they confront the overwhelming rush of information from modern presidential election campaigns. Four broad theoretically-defined types of decision strategies that voters employ to help decide which candidate to support are described and operationally-defined. Individual and campaign-related factors that lead voters to adopt one or another of these strategies are examined. Most importantly, this research proposes a new normative focus for the scientific study of voting behavior: we should care about not just which candidate received the most votes, but also how many citizens voted correctly - that is, in accordance with their own fully-informed preferences.

Book Information

Series: Cambridge Studies in Public Opinion and Political Psychology

Paperback: 366 pages

Publisher: Cambridge University Press (June 26, 2006)

Language: English

ISBN-10: 052161306X

ISBN-13: 978-0521613064

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,167,527 in Books (See Top 100 in Books) #261 in Books > Politics & Social Sciences > Politics & Government > Specific Topics > Propaganda & Political Psychology #1586 in Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Elections #2764 in Books > Textbooks > Social Sciences > Political Science > Government

[Download to continue reading...](#)

How Voters Decide: Information Processing in Election Campaigns (Cambridge Studies in Public Opinion and Political Psychology) The Macro Polity (Cambridge Studies in Public Opinion and Political Psychology) Counting Women's Ballots: Female Voters from Suffrage through the New Deal (Cambridge Studies in Gender and Politics) Democracy More or Less: America's Political Reform Quandary (Cambridge Studies in Election Law and Democracy) Psychology: Social

Psychology: 69 Psychology Techniques to Influence and Control People with Communication Tricks, NLP, Hypnosis and more... (Psychology, ... NLP, Social Anxiety, Cognitive Psychology) The The Election Activity Book (2016): Dozens of Activities That Help Kids Learn About Voting, Campaigns, Our Government, Presidents, and More! In Time of War: Understanding American Public Opinion from World War II to Iraq (Chicago Studies in American Politics) Race, Reform, and Regulation of the Electoral Process: Recurring Puzzles in American Democracy (Cambridge Studies in Election Law and Democracy) The Manual to Online Public Records: The Researcher's Tool to Online Resources of Public Records and Public Information The Will of the People: How Public Opinion Has Influenced the Supreme Court and Shaped the Meaning of the Constitution American Public Opinion: Its Origins, Content and Impact GOP GPS: How to Find the Millennials and Urban Voters the Republican Party Needs to Survive Rousseau: 'The Discourses' and Other Early Political Writings (Cambridge Texts in the History of Political Thought) (v. 1) Kant: Political Writings (Cambridge Texts in the History of Political Thought) Graduate Programs in Business, Education, Information Studies, Law & Social Work 2017 (Peterson's Graduate Programs in Business, Education, Health, Information Studies, Law and Social Work) Controlling the Message: New Media in American Political Campaigns Election Law in the American Political System (Aspen Casebook) Radical Information Literacy: Reclaiming the Political Heart of the IL Movement (Chandos Information Professional Series) Religious Persecution and Political Order in the United States (Cambridge Studies in Social Theory, Religion and Politics) Psychology: Cambridge International As and a Level Psychology Revision Guide

[Dmca](#)