

Do people act on their opinions?

Department of Political Science and Government
Aarhus University

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1 Assessment

2 Economic Models

3 Psychological Models

4 Exercise

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2 Economic Models

3 Psychological Models

4 Exercise

Survey from last week

- You seem to enjoy the course
- A bit too much (difficult) reading
- Desire for more lecture and structure
- More activities to prep for the exams

Writing activity from last week

- Was this helpful to you?
- Would you like to do it again?

Economic models

- Downsian tradition
- Riker and Ordeshook
- Olson

Economic models: Riker and Ordeshook

- Why/when do people vote?
- $R = PB - C + D$
- How valid is their model?

Economic models: Olson

- Why do people participate (in groups)?
- Group interests
- What is he arguing against?
- Collective action problem

Psychological Models

- Eagly and Chaiken
- Fazio and Towles-Schwen

Psychological Models

- “Expectancy value” models
 - Theory of reasoned action
 - Theory of planned behavior
 - Eagly and Chaiken’s composite model
- Automatic activation models
 - MODE model

Short Writing Exercise

- Write for 5 minutes
- *Discuss the following:*

One tradition views opinions and behaviors as simple, rational cost-benefits calculations (i.e., people prefer and do what maximizes their utility). Another view says that we need to understand the psychology of opinion formation and opinion-behavior relations in order to make sense of public opinion. Which view is more correct? Why?
- Some ideas:
 - Rationality and irrationality
 - Constraint
 - Information processing (OL/MB)
 - Nonattitudes

Short Writing Exercise

- Form groups of three
- Each person share their ideas
- Attempt to reach a consensus

