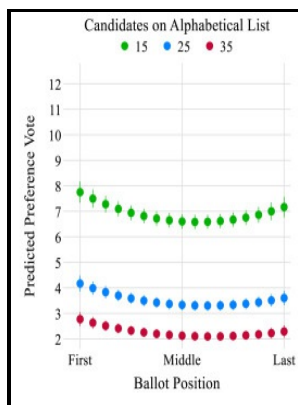


Reasoning voter - communication and persuasion in presidential campaigns

University of Chicago Press - The Reasoning Voter : Communication and Persuasion in Presidential Campaigns by Samuel L. Popkin (1994, Trade Paperback, Reprint) for sale online



Description: -

- Political campaigns -- United States.

Voting -- United States.

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Notes: Includes bibliographical references (p. 293-312) and index.

This edition was published in 1994



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The Reasoning Voter

Drawing on insights from economics and cognitive psychology, he convincingly demonstrates that, as trivial as campaigns often appear, they provide voters with a surprising amount of information on a candidate's views and skills.

The Reasoning Voter: Communication and Persuasion in Presidential Campaigns / Edition 2 by Samuel L. Popkin

I cannot vouch for these notes' accuracy, nor can I even say who wrote them. Twenty-five year bookseller with shipments to over fifty million happy customers.

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Creating Narratives about Candidates ch 4 Popkin argues that voters often function as clinicians who gather limited information and infer from it a broader narrative , in contrast to statisticians who weigh only facts in order to make a decision.

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Summary The Reasoning Voter is an insider's look at campaigns, candidates, media, and voters that convincingly argues that voters make informed logical choices. Has used sticker s and some writing or highlighting.

The Reasoning Voter: Communication and Persuasion in Presidential Campaigns: Popkin, Samuel L.: 9780226675459: play.fridaynightfunk.rf.gd: Books

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The reality, he shows, is both more complex and more hopeful than that. For all their shortcomings, campaigns do matter. People are more likely to use one-dimensional searches, such as focusing on a single attribute about a candidate, or using the front runner's characteristics as a measurement of other candidates.

The Reasoning Voter

One of the key messages of the book remains vital today: in the end, voters can't be expected to read every policy paper or be up to date on every important political issue. CQ Press Your definitive resource for politics, policy and people. Catalogue Persistent Identifier APA Citation Popkin, Samuel L.

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