Political Science 257　　　　　　　Winter Quarter 2013
Tuesday 3:00 – 5:50　　　　　　　SSB353
Professor Samuel Popkin　　　　　　spopkin@ucsd.edu

Voting and Elections
Preliminary Syllabus

This course is designed to acquaint graduate students with the central themes and issues in the study of voting in national elections. The grade will be based upon six three-page papers. Each paper will be due at 9:00 AM the day of class. All of the readings except *The Candidate* will be available for download at http://pscourses.ucsd.edu/ps257/

Reading Assignments

January 8. Introduction

Popkin, The Candidate, Prologue, Chapters 1, 2; Sunstein and Thaler, Nudge, Chapter 1, "Biases and Blunders"; Popkin, The Reasoning Voter, Prologue, Chapter One

January 15 Primaries

Scheufele and Tewksbury, Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models; Chong and Druckman, A Theory of Framing and Opinion Formation in Competitive Elite Environments; Popkin, The Candidate, chapters 3, 4; Schwarz and Song, If It's Hard to Read, It's Hard to Do: Processing Fluency Affects Effort Prediction and Motivation; Fiske, Cuddy and Glick, Universal Dimensions of Social Cognition,

January 22 Changing Media

Baum, Soft News and Foreign Policy; Baum and Kernell, Has Cable Ended the Golden Age of Presidential Television?; Hamilton, News That Sells; Popkin, Review Essay: Changing Media, Changing Politics; Changing Media and Changing Political Organization; Lazarsfeld, The Daily Newspaper and Its Competitors,

January 29 Voting Studies

Grofman, Downs and Two-Party Convergence; Berelson, Lazarsfeld and McPhee, Voting, chs. 1,6,11-14; Campbell et al., The American Voter, chs. 1-4,6-8,19-20; Popkin, The Reasoning Voter, ch. 3

February 5 Beliefs and Belief Systems

Converse, Nature of Belief Systems in Mass Publics (1964),

Popkin, Factual Basis of "Belief Systems",

Lupia, Elitism and Voter Competence,

Popkin, The Candidate, Chapters 5, 6

Cassino, Taber and Lodge, Information Processing and Public Opinion,

Gilbert and Malone, The Correspondence Bias,

February 12

Holbrook et al., Attitudes toward Presidential Candidates and Political Parties: Initial Optimism, Inertial First Impressions, and a Focus on Flaws; Brader, Striking a Responsive Chord; Freedman, Franz and Goldstein, Campaign Advertising and Democratic Citizenship; Trope and Liberman, Temporal Construal; Schwarz and Clore, Mood as Information: 20 Years Later; Healy, Malhotra and Mo, Irrelevant Events Affect Voters' Evaluations of Government Performance,

February 19

Glenn, On Death and Voting,

Hsee et al., Preference Reversals between Joint and Separate Evaluations of Options: A Review and Theoretical Analysis; Malhotra, Margalit and Mo, Economic Explanations for Opposition to Immigration: Distinguishing between Prevalence and Magnitude; Brunner, Ross and Washington, Economics and Policy Preferences: Causal Evidence of the Impact of Economic Conditions on Support for Redistribution and Other Ballot Proposals; Burden and Hillygus, Opinion Formation, Polarization, and Presidential Reelection

February 26

Huber and Lapinski, The "Race Card" Revisited,

Kam and Kinder, Terror and Ethnocentrism,

Kam and Kinder, Ethnocentrism as a Short-Term Force in the 2008 American Presidential Election,

Piston, How Explicit Racial Prejudice Hurt Obama in the 2008 Election,

Krosnick et al., Determinants of Turnout and Candidate Choice in the 2008 U.S. Presidential Election: Illuminating the Impact of Racial Predjudice and Other Considerations,

Tesler, The Spillover of Racialization into Health Care: How President Obama Polarized Public Opinion by Racial Attitudes and Race,

March 4

Popkin, The Reasoning Voter, chapters 4, 5, 6

Williamson, Skocpol and Coggin, The Tea Party and the Remaking of Republican Conservatism,

Popkin, Public Opinion and Collective Obligations,

March 11

Gerber, Green and Shachar, Voting May Be Habit-Forming,

Cialdini et al., Managing Social Norms for Persuasive Impact,

Quattrone and Tversky, Contrasting Rational and Psychological Analyses of Political Choice,

Alan Gerber, Green and Larimer, Social Pressure and Voter Turnout,

Gerber and Rogers, Social Norms and Voter Turnout,

Clinton and Lapinski, "'Targeted' Advertising and Turnout",

Popkin, The Candidate, Chapter 10
Davenport et al., The Enduring Effects of Social Pressure: Tracking Campaign Experiments over a Series of Elections,

McDonald and Popkin, Myth of the Vanishing Voter,

Ansolabehere and Konisky, The Introduction of Voter Registration and Its Effect on Turnout,

Ansolabehere, S. and D. M. Konisky (2006). "The Introduction of Voter Registration and Its Effect on Turnout." Political Analysis **14**(1): 83-100.

Baum, Matthew A. (2007). "Soft News and Foreign Policy: How Expanding the Audience Changes the Policies." Japanese Journal of Political Science **8**: 115-45.

Baum, Matthew A. and Samuel Kernell (1999). "Has Cable Ended the Golden Age of Presidential Television?" American Political Science Review **93**(1): 99-114.

Berelson, Bernard, Paul Lazarsfeld and William McPhee (1954). *Voting; a Study of Opinion Formation in a Presidential Campaign*. Chicago, University of Chicago Press

Brader, Ted (2005). "Striking a Responsive Chord: How Political Ads Motivate and Persuade Voters by Appealing to Emotions." American Journal of Political Science **49**(2): 388-405.

Brunner, Eric, Stephen L. Ross and Ebonya Washington (2011). "Economics and Policy Preferences: Causal Evidence of the Impact of Economic Conditions on Support for Redistribution and Other Ballot Proposals." Review of Economics and Statistics **93**(3): 888-906.

Burden, Barry and D. Sunshine Hillygus (2009). "Opinion Formation, Polarization, and Presidential Reelection " Presidential Studies Quarterly **39**(3): 619-35.

Campbell, Angus, Phillip Converse, et al. (1960). *The American Voter*. New York,, Wiley

Cassino, D., C. S. Taber and M. Lodge (2007). "Information Processing and Public Opinion." Politische Vierteljahresschrift **48**(2): 205-20.

Chong, D. and J. N. Druckman (2007). "A Theory of Framing and Opinion Formation in Competitive Elite Environments." Journal of Communication **57**(1): 99-118.

Cialdini, Robert B., Linda Demaine, et al. (2006). "Managing Social Norms for Persuasive Impact." Social Influence **1**(1): 3-15.

Clinton, Joshua D. and John S. Lapinski (2004). ""Targeted" Advertising and Voter Turnout: An Experimental Study of the 2000 Presidential Election." The Journal of Politics, **66**(1): 69-96.

Converse, Phillip (2007). "The Nature of Belief Systems in Mass Publics (1964)." Critical Review **18**(1-3): 1-74.

Davenport, T. C., Alan S. Gerber, et al. (2010). "The Enduring Effects of Social Pressure: Tracking Campaign Experiments over a Series of Elections." Political Behavior **32**(3): 423-30.

Fiske, Susan T., A. J. C. Cuddy and P. Glick (2007). "Universal Dimensions of Social Cognition: Warmth and Competence." Trends in Cognitive Sciences **11**(2): 77-83.

Freedman, Paul, Michael Franz and Kenneth Goldstein (2004). "Campaign Advertising and Democratic Citizenship." American Journal of Political Science **48**(4): 723-41.

Gerber, Alan S., Donald P. Green and Christopher W. Larimer (2007) "Social Pressure and Voter Turnout: Evidence from a Large Scale Field Experiment."

Gerber, Alan S., Donald P. Green and Ron Shachar (2003). "Voting May Be Habit-Forming: Evidence from a Randomized Field Experiment." American Journal of Political Science **47**(3): 540-50.

Gerber, Alan S. and Todd Rogers (2007) "Descriptive Social Norms and Voter Turnout: The Importance of Accentuating the Positive."

Gilbert, Daniel T. and Patrick S. Malone (1995). "The Correspondence Bias." Psychological Bulletin **117**(1): 21-38.

Glenn, David. (2004). "On Death and Voting: New Studies Find That People with Subliminal Fears of Dying Choose Charismatic Leaders at the Polls." *Chronicle of Higher Education*, October 8

Grofman, B. (2004). "Downs and Two-Party Convergence." Annual Review of Political Science **7**: 25-46.

Hamilton, James T. (2007). "News That Sells: Media Competition and News Content." Japanese Journal of Political Science **8**(01): 7-42.

Healy, Andrew J., Neil Malhotra and Cecilia Hyunjung Mo (2010). "Irrelevant Events Affect Voters' Evaluations of Government Performance." Proceedings of the National Academy of Sciences of the United States of America **107**(29): 12804-09.

Holbrook, Allyson L., Jon A. Krosnick, et al. (2001). "Attitudes toward Presidential Candidates and Political Parties: Initial Optimism, Inertial First Impressions, and a Focus on Flaws." American Journal of Political Science **45**(4): 930-50.

Hsee, C. K., G. F. Loewenstein, et al. (1999). "Preference Reversals between Joint and Separate Evaluations of Options: A Review and Theoretical Analysis." Psychological Bulletin **125**(5): 576-90.

Huber, G. A. and J. S. Lapinski (2006). "The "Race Card" Revisited: Assessing Racial Priming in Policy Contests." American Journal of Political Science **50**(2): 421-40.

Kam, Cindy D and Donald R. Kinder (2007). "Terror and Ethnocentrism: Foundations of American Support for the War on Terrorism." Journal of Politics **69**(2): 320-38.

Kam, Cindy D. and Donald R. Kinder (2012). "Ethnocentrism as a Short-Term Force in the 2008 American Presidential Election." - no.

Krosnick, Jon A., Josh Pasek, et al. (2009). "Determinants of Turnout and Candidate Choice in the 2008 U.S. Presidential Election: Illuminating the Impact of Racial Predjudice and Other Considerations." Public Opinion Quarterly **73**(5): 51.

Lazarsfeld, Paul F. (1942). "The Daily Newspaper and Its Competitors." Annals of the American Academy of Political and Social Science **219**: 32-43.

Lupia, Arthur (2007). "How Elitism Undermines the Study of Voter Competence." Critical Review **18**(1-3): 217-32.

Malhotra, Neil, Yotam Margalit and Cecilia Hyunjung Mo (2010). Economic Explanations for Opposition to Immigration: Distinguishing between Prevalence and Magnitude. . : .

McDonald, M. P. and S. L. Popkin (2001). "The Myth of the Vanishing Voter." American Political Science Review **95**(4): 963-74.

Piston, Spencer (2010). "How Explicit Racial Prejudice Hurt Obama in the 2008 Election." Political Behavior **32**(4): 431-51.

Popkin, Samuel (2007). "Public Opinion and Collective Obligations." Society **44**(5): 37-44.

Popkin, Samuel L. (1994). *The Reasoning Voter: Communication and Persuasion in Presidential Campaigns*. Chicago, University of Chicago Press

——— (2006). "Review Essay: Changing Media, Changing Politics." Perspectives on Politics **4**(2): 327-41.

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——— (2012). *The Candidate: What It Takes to Win -- and Hold -- the White House*, Oxford University Press

Quattrone, George A. and Amos Tversky (1988). "Contrasting Rational and Psychological Analyses of Political Choice." The American Political Science Review **82**(3): 719-36.

Scheufele, D. A. and D. Tewksbury (2007). "Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models." Journal of Communication **57**(1): 9-20.

Schwarz, N. and G. L. Clore (2003). "Mood as Information: 20 Years Later." Psychological Inquiry **14**(3-4): 296-303.

Schwarz, Norbert and Hyunjin Song (2009). " If It's Hard to Read, It's Hard to Do: Processing Fluency Affects Effort Prediction and Motivation." Psychological Science **19**(10).

Sunstein, C. and R. H. Thaler (2008). *Nudge*

Tesler, Michael (2012). "The Spillover of Racialization into Health Care: How President Obama Polarized Public Opinion by Racial Attitudes and Race." <u>American Journal of Political Science</u>: no-no.

Trope, Y. and N. Liberman (2003). "Temporal Construal." <u>Psychological Review</u> **110**(3): 403-21.

Williamson, Vanessa, Theda Skocpol and John Coggin (2011). "The Tea Party and the Remaking of Republican Conservatism." <u>Perspectives on Politics</u> **9**(1): 25-43.