Political Science 257   Winter Quarter 2011
Wednesday 3:00 – 5:50   SSB104
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.

Reading Assignments

January 5. Introduction

Tetlock and Mellers 2002, The Great Rationality Debate,

Grofman 2004, Downs and Two-Party Convergence,

Popkin 1994, The Reasoning Voter: Communication and Persuasion in Presidential Campaigns, Prologue, Ch. 1

Popkin and Kabashima 2007, Introduction: Changing Media, Changing Politics,

Popkin 2006, Review Essay: Changing Media, Changing Politics,

Popkin 2007, Changing Media and Changing Political Organization: Delegation, Representation and News,

Hamilton 2007, News That Sells: Media Competition and News Content,

January 12 Voting Studies I

Berelson, Lazarsfeld and McPhee 1954, Voting: A Study of Opinion Formation in a Presidential Campaign., , chs. 1, 6, 7, 11-14

Campbell et al. 1960, The American Voter, chs. 1-4, 6-8, 19-20.

Popkin et al. 1976, Comment: What Have You Done for Me Lately? Toward an Investment Theory of Voting,

Fiorina 1979, Retrospective Voting in American National Elections, , chs. 1, 5, 9, 10

January 19 Voting Studies II

Popkin 1994, The Reasoning Voter: Communication and Persuasion in Presidential Campaigns, chs. 2-3

Abelson et al. 1982, Affective and Semantic Components in Political Person Perception,

Fiske, Cuddy and Glick 2007, Universal Dimensions of Social Cognition: Warmth and Competence,

Bartels 2000, Partisanship and Voting Behavior, 1952-1996,

Fiorina 2002, Parties and Partisanship: A 40-Year Retrospective,

Fiorina, Abrams and Pope 2003, The 2000 Us Presidential Election: Can Retrospective Voting Be Saved?,

January 26 Beliefs and Belief Systems

Converse 2007, The Nature of Belief Systems in Mass Publics (1964),

Popkin 2007, The Factual Basis of "Belief Systems": A Reassessment,

Lupia 2007, How Elitism Undermines the Study of Voter Competence,

Schwarz and Clore 2003, Mood as Information: 20 Years Later,

Trope and Liberman 2003, Temporal Construal,

Cassino, Taber and Lodge 2007, Information Processing and Public Opinion,

Gilbert and Malone 1995, The Correspondence Bias,

February 2 Media & Candidates

Popkin 1994, The Reasoning Voter: Communication and Persuasion in Presidential Campaigns, chs. 4, 5

Baum 2007, Soft News and Foreign Policy: How Expanding the Audience Changes the Policies,

Lazarsfeld 1942, The Daily Newspaper and Its Competitors,

Lupia et al. 2005, Were Bush Tax Cut Supporters "Simply Ignorant?": A Second Look at Conservatives and Liberals in "Homer Gets a Tax Cut",

Rudolph 2003, Who's Responsible for the Economy? The Formation and Consequences of Responsibility Attributions,

Stevens 2006, Mobilization, Demobilization and the Economy in American Elections,

February 9 Campaigns

Popkin 1994, The Reasoning Voter: Communication and Persuasion in Presidential Campaigns, chs 6, 7, 9

Vavreck Message Matters (Selection)

Atkeson and Partin 2001, Candidate Advertisements, Media Coverage, and Citizen Attitudes: The Agendas and Roles of Senators and Governors in a Federal System,

Burden 2002, United States Senators as Presidential Candidates,

February 16

Holbrook et al. 2001, Attitudes toward Presidential Candidates and Political Parties: Initial Optimism, Inertial First Impressions, and a Focus on Flaws,

Brader 2005, Striking a Responsive Chord: How Political Ads Motivate and Persuade

Voters by Appealing to Emotions,

> Freedman, Franz and Goldstein 2004, Campaign Advertising and Democratic Citizenship,

> Theilmann and Wilhite 1998, Campaign Tactics and the Decision to Attack,

February 23

> Huber and Lapinski 2006, The "Race Card" Revisited: Assessing Racial Priming in Policy Contests,

> Popkin 2007, Public Opinion and Collective Obligations,

> Glenn 2004, On Death and Voting,

> Kam and Kinder 2007, Terror and Ethnocentrism: Foundations of American Support for the War on Terrorism,

March 2

> Hillygus and Jackman 2003, Voter Decision Making in Election 2000: Campaign Effects, Partisan Activation, and the Clinton Legacy,

> Zaller 2005, A Review Of: "Bush Beats Gore in Good Economy: It Was the Campaign, Stupid",

> Johnston, Hagen and Jamieson 2001, Dynamics of the 2000 Presidential Campaign: Evidence from the Annenberg Survey,

> Cook and Gronke 2005, The Skeptical American: Revisiting the Meanings of Trust in Government and Confidence in Institutions,

> Hetherington 1999, The Effect of Political Trust on the Presidential Vote, 1968-96,

> Jacobson and Dimock 1994, Checking out - the Effects of Bank Overdrafts on the 1992 House Elections,

March 9 Turnout

> Ansolabehere and Konisky 2006, The Introduction of Voter Registration and Its Effect on Turnout,

> Gerber, Green and Shachar 2003, Voting May Be Habit-Forming: Evidence from a Randomized Field Experiment,

> Cialdini et al. 2006, Managing Social Norms for Persuasive Impact,

> Quattrone and Tversky 1988, Contrasting Rational and Psychological Analyses of Political Choice,

> Alan Gerber, Donald Green and Christopher Larimer 2007, Social Pressure and Voter Turnout: Evidence from a Large Scale Field Experiment,

> Gerber and Rogers 2007, Descriptive Social Norms and Voter Turnout: The Importance of Accentuating the Positive,

McDonald and Popkin 2001, The Myth of the Vanishing Voter,

Clinton and Lapinski 2004, "Targeted" Advertising and Voter Turnout: An Experimental Study of the 2000 Presidential Election,

March 16 Review (optional)

Bibliography

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Bartels, L. M. (2000). "Partisanship and Voting Behavior, 1952-1996." American Journal of Political Science **44**(1): 35-50.

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

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.

Burden, Barry C. (2002). "United States Senators as Presidential Candidates." Political Science Quarterly **117**(1): 81-102.

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

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

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.

Cook, T. E. and P. Gronke (2005). "The Skeptical American: Revisiting the Meanings of Trust in Government and Confidence in Institutions." Journal of Politics **67**(3): 784-803.

Fiorina, Morris P. (1979). Retrospective Voting in American National Elections. New Haven, Yale University Press

Fiorina, Morris P. (2002). "Parties and Partisanship: A 40-Year Retrospective." Political Behavior **24**(2, Special Issue: Parties and Partisanship, Part One): 93-115.

Fiorina, Morris P., Samuel Abrams and Jeremy Pope (2003). "The 2000 Us Presidential Election: Can Retrospective Voting Be Saved?" British Journal of Political Science **33**(2): 163-87.

Fiske, S. 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.

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47(3): 540-50.

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

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

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