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/](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,

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 Prejudice 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,


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


