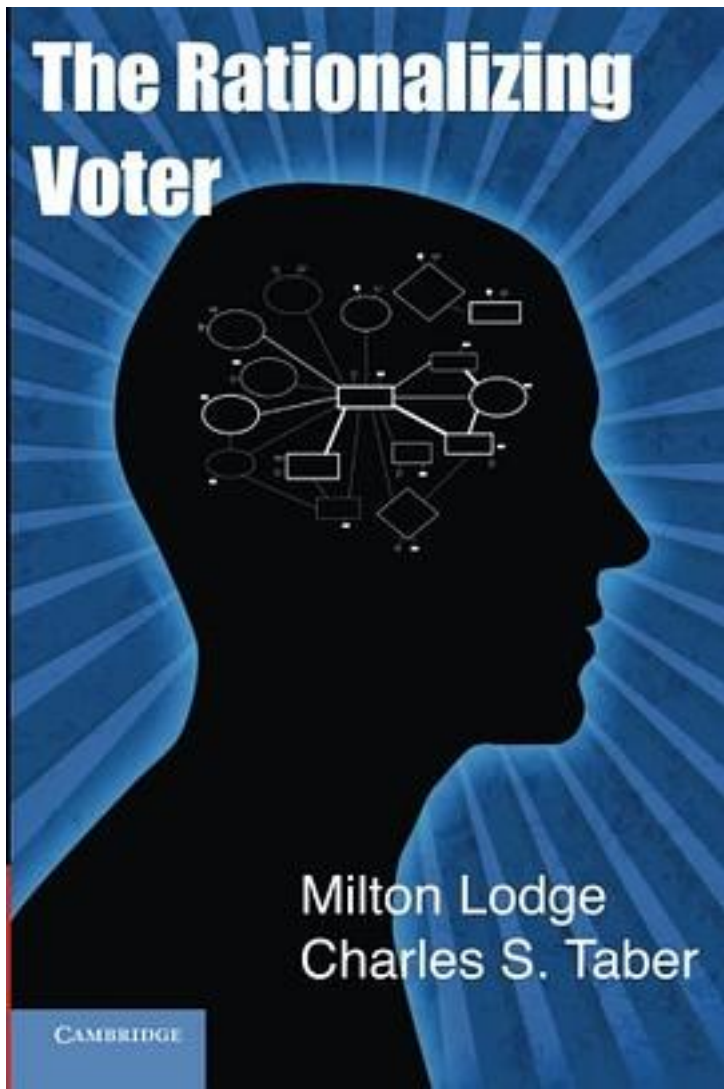


# The Rationalizing Voter



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Political behavior is the result of innumerable unnoticed forces and conscious deliberation is often a rationalization of automatically triggered feelings and thoughts. Citizens are very sensitive to environmental contextual factors such as the title "President" preceding "Obama" in a newspaper headline, upbeat music or patriotic symbols accompanying a campaign ad, or question wording and order in a survey, all of which have their greatest influence when citizens are unaware. This book develops and tests a dual-process theory of political beliefs, attitudes, and behavior, claiming that all thinking, feeling, reasoning, and doing have an automatic component as well as a conscious deliberative component. The authors are especially interested in the impact of automatic feelings on political judgments and evaluations. This research is based on laboratory experiments, which allow the testing of five basic hypotheses: hot cognition, automaticity, affect transfer, affect contagion, and motivated reasoning.

作者介绍:

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标签

政治学

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2013

## 评论

应该和Zaller的那本the nature and origins of mass opinion 比较阅读；RAS model的self-sampling听起来真的好有趣啊，而且RAS可以预测正负attitudes，然鹅本书的JQP model貌似并不能预测~ 想读Zaller那本

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simply amazing

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对于affect在态度形成和改变中的作用，读了前三章，真是特别有想象力的理论……不过这也让我对于Enlightment前提下的政治框架有一些反思了

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目前讀到第六章，第六章的研究假設和實驗太impressive（儘管有mood effect的問題），整本書挑戰了長期以來政治學deliberative thinking/rationality基礎：3.20更新：  
这个理论最后提出neuroscience有助于解决political decision making的问题，不过相当怀疑所谓affect的“物质基础”假设。

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## 书评

去年春天我在课堂上参与讨论了这本书的草稿。我那时的阅读体验只有一个词语可以形容：激动不已。也终于明白了这门学科吸引一代代学人的魅力所在。毫不夸张的说，它一定是整个政治心理学乃至政治学发展史上最为重要的几本著作之一。老实说，我一直在等待它的出版。而最开心的...

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