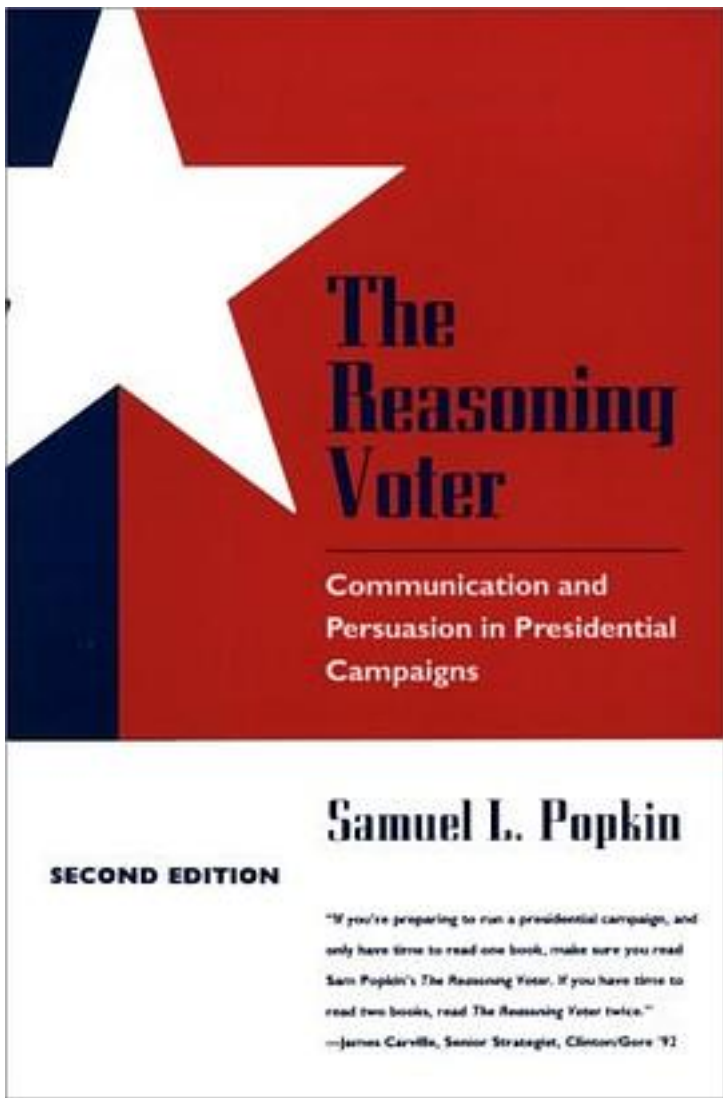


The Reasoning Voter



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著者:Samuel L. Popkin

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The Reasoning Voter is an insider's look at campaigns, candidates, media, and voters that convincingly argues that voters make informed logical choices. Samuel L. Popkin analyzes three primary campaigns--Carter in 1976; Bush and Reagan in 1980; and Hart, Mondale, and Jackson in 1984--to arrive at a new model of the way voters sort through commercials and sound bites to choose a candidate. 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. For all their shortcomings, campaigns do matter.

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