

Chapter 11: Voting, Campaigns, and Elections

The Logic of Elections

- Republics and delegation
- Raises chances of self-service
- Elections help ameliorate risks
- Many do not feel represented

The Slow Expansion of the Right to Vote (1 of 4)

- Origins of ballot selection
- Property ownership
 - Religion, race, and gender
- Only half of free adult male population voted

The Slow Expansion of the Right to Vote (2 of 4)

Wider Suffrage for Men

- England: landed gentry felt entitled
- Restricting franchise grew impractical:
 - Ease of acquiring land
 - “Paying the price” warranted suffrage

The Slow Expansion of the Right to Vote (3 of 4)

Suffrage for Women

- Similar logic to white men
- Grew from antislavery movement
- Resistance overcome by change/need

The Slow Expansion of the Right to Vote (4 of 4)

Suffrage for African Americans and Young Americans

- African American suffrage
 - Delayed by near a century
- Lowered voting age
 - Echoed Revolutionary War logic

Who Uses the Right to Vote?

(1 Of 8)

Individual Factors Affecting Turnout

- Age, race, education are key
- Other factors
- Women steadily becoming more likely to vote than men
- Incurs costs, produces benefits

Who Uses the Right to Vote?

(2 of 8)

Institutional Factors Affecting Turnout

- Role of registration requirements
- Social circumstances
- Deliberate efforts most effective
- Bias in electorate and mobilization

Who Uses the Right to Vote?

(3 of 8)

How Do Voters Decide?

- Votes as “prediction”
- Preferred outcomes and issues
- Voters economize cognitively
 - Simple cues and free information

Who Uses the Right to Vote?

(4 Of 8)

Past Performance and Incumbency

- Elections evaluate incumbents
 - Growing economy empowers incumbent party
- Performance measures for Congress:
 - Advancing local services, national voting

Who Uses the Right to Vote?

(5 of 8)

Assessing the Issues and Policy Options

- Role of personal experience
- Comparing potential policy options
- Single-issue voters
 - Bundles of issues.

Who Uses the Right to Vote?

(6 of 8)

Voter Cues and Shortcuts

- Motivation to misrepresent
- Party label
- Performance voting
- Issue voting

Who Uses the Right to Vote?

(7 of 8)

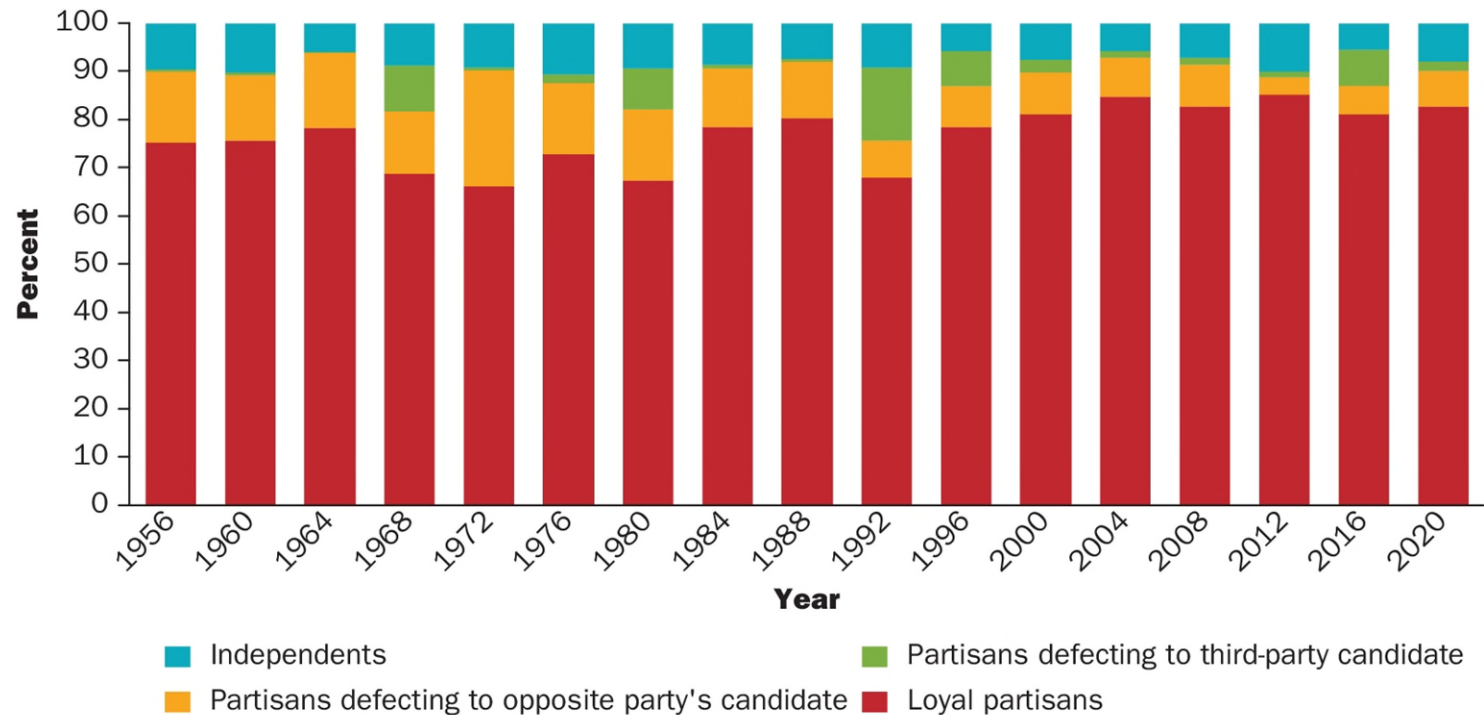
The Power of Party Identification

- Party identification
 - Strong associations of partisanship
- Growing partisan identification
 - True "independents" rare

Who Uses the Right to Vote?

(8 of 8)

Figure 11.1: Partisan Voting in Presidential Elections



The Basic Necessities of Election Campaigns: Candidates and Messages (1 of 5)

- Campaigners account for voter ignorance
 - Campaigning is pragmatic and opportunistic
- Basic necessities of campaign
- Candidate

The Basic Necessities of Election Campaigns: Candidates and Messages (2 of 5)

Getting out the Message

- Message
- Necessity and cost of research
- Focus group
- Chosen opportunistically

The Basic Necessities of Election Campaigns: Candidates and Messages (3 of 5)

Showing That “I’m Just Like YOU!”

- Conveying understanding and care
- Implicit message of empathy
- May accidentally subvert intended message

The Basic Necessities of Election Campaigns: Candidates and Messages (4 of 5)

Getting Attention

- Acquiring and maintaining image
- Power of name and wealth
- Growth of televised debate
 - Minimal effect on outcomes

The Basic Necessities of Election Campaigns: Candidates and Messages (5 of 5)

Political Advertising and Attacks

- Effects small, fleeting, non-apparent
- Negative or attack campaigning
- Target rationally ignorant, marginally involved
- Microtargeting

Campaign Money (1 of 5)

Regulating Campaign Money

- Privately sourced election funds
- Central dilemma
- Federal Election Campaign Act (FECA).
 - Gradual reorganization

Campaign Money (2 of 5)

Regulating Campaign Money

- Liberalization of 1971's FECA
 - Soft money
- Bipartisan Campaign Reform Act (BCRA)
- Supreme Court invalidated all restrictions

Campaign Money (3 of 5)

The Flow of Campaign Money

- Outpaces inflation
- Important in presidential primaries
- Decisive factor in congressional races
 - More important to challengers

Campaign Money (4 of 5)

How Are Campaign Funds Spent?

- Incumbents face few challenges
- Advertising vs. traditional campaigning
 - Controversy for free coverage
- Congressional campaigns and non-outreach expenses

Campaign Money (5 of 5)

Where Are Presidential Campaign Funds Spent?

- Television advertising
 - Electoral goal
- Focus on swing states

The Logic of Elections Revisited

(1 of 2)

- Electoral College under scrutiny
- Role of elections in democracy
- Candidates offer competing frames
 - Simplifying factor

The Logic of Elections Revisited

(2 of 2)

Figure 11.2: The States in Proportion to Their Electoral Votes 2012–2020

