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Titolo	How voters decide : information processing during election campaigns // Richard R. Lau, David P. Redlawsk [[electronic resource]]
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Descrizione fisica	1 online resource (xvii, 344 pages) : digital, PDF file(s)
Collana	Cambridge studies in public opinion and political psychology
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Nota di bibliografia	Includes bibliographical references (p. 313-333) and index.
Nota di contenuto	Introduction -- A new theory of voter decision making -- Studying voting as a process -- What is correct voting? -- What voters do : a first cut -- Individual differences in information processing -- Campaign effects on information processing -- Evaluating candidates -- Voting -- Voting correctly -- Political heuristics -- A look back and a look forward -- Appendix A: Detailed examples of decision strategies in action -- Appendix B: How the dynamic information board works -- Appendix C: Overview of experimental procedures -- Appendix D: Detailed decision scripts -- Appendix E: Calculating the on-line evaluation counter.
Sommario/riassunto	This book attempts to redirect the field of voting behavior research by proposing a paradigm-shifting framework for studying voter decision making. An innovative experimental methodology is presented for getting 'inside the heads' of citizens as they confront the overwhelming rush of information from modern presidential election campaigns. Four

broad theoretically-defined types of decision strategies that voters employ to help decide which candidate to support are described and operationally-defined. Individual and campaign-related factors that lead voters to adopt one or another of these strategies are examined. Most importantly, this research proposes a new normative focus for the scientific study of voting behavior: we should care about not just which candidate received the most votes, but also how many citizens voted correctly - that is, in accordance with their own fully-informed preferences.
