

1. Record Nr.	UNINA9910781216903321
Autore	Bendor Jonathan B
Titolo	A behavioral theory of elections [[electronic resource] /] / Jonathan Bendor ... [et al.]
Pubbl/distr/stampa	Princeton, N.J., : Princeton University Press, c2011
ISBN	1-283-16374-8 9786613163745 1-4008-3680-8
Edizione	[Course Book]
Descrizione fisica	1 online resource (264 p.)
Classificazione	89.57
Disciplina	324.9001/9
Soggetti	Elections Voting - Psychological aspects Behaviorism (Political science)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Chapter One. Bounded Rationality and Elections -- Chapter Two. Aspiration-based Adaptive Rules -- Chapter Three. Party Competition -- Chapter Four. Turnout -- Chapter Five. Voter Choice -- Chapter Six. An Integrated Model of Two-Party Elections -- Chapter Seven. Elections with Multiple Parties -- Chapter Eight. Conclusions: Bounded Rationality and Elections -- Appendix A. Proofs -- Appendix B. The Computational Model -- Bibliography -- Index
Sommario/riassunto	Most theories of elections assume that voters and political actors are fully rational. While these formulations produce many insights, they also generate anomalies--most famously, about turnout. The rise of behavioral economics has posed new challenges to the premise of rationality. This groundbreaking book provides a behavioral theory of elections based on the notion that all actors--politicians as well as voters--are only boundedly rational. The theory posits learning via trial and error: actions that surpass an actor's aspiration level are more likely to be used in the future, while those that fall short are less likely to be tried later. Based on this idea of adaptation, the authors construct formal models of party competition, turnout, and voters' choices of

candidates. These models predict substantial turnout levels, voters sorting into parties, and winning parties adopting centrist platforms. In multiparty elections, voters are able to coordinate vote choices on majority-preferred candidates, while all candidates garner significant vote shares. Overall, the behavioral theory and its models produce macroimplications consistent with the data on elections, and they use plausible microassumptions about the cognitive capacities of politicians and voters. A computational model accompanies the book and can be used as a tool for further research.

2. Record Nr.	UNINA9910830011403321
Autore	Gardner Susannah
Titolo	Blogging for dummies // by Susannah Gardner and Shane Birley
Pubbl/distr/stampa	Indianapolis, Indiana : , : Wiley Publishing, Inc., , 2010 ©2010
ISBN	0-470-61998-8 1-282-68313-6 9786612683138 1-118-25753-7 0-470-61996-1
Edizione	[3rd ed. /]
Descrizione fisica	1 online resource (xviii, 388 p. ) : ill
Collana	For Dummies
Disciplina	006.752
Soggetti	Blogs
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Making Everything Easier"--Cover. Includes index.
Nota di contenuto	Introduction. Part I: Getting Started with Blogs. Chapter 1: Discovering Blog Basics. Chapter 2: Entering the Blogosphere. Chapter 3: Choosing and Hosting Blog Software. Part II: Setting Up Your Blog. Chapter 4: Starting a Blogger Blog. Chapter 5: Starting a WordPress Blog. Chapter 6: Starting a Micro Blog. Part III: Fitting In and Feeling Good. Chapter 7: Finding Your Niche. Chapter 8: Creating Great Content. Chapter 9: Building Community with Comments. Part IV: Going Beyond Words.

Chapter 10: Working with Photos. Chapter 11: Starting a Podcast. Chapter 12: Working with Videos. Part V: Marketing and Promoting Your Blog. Chapter 13: Reaching Out with RSS. Chapter 14: Joining the Twitterverse. Chapter 15: Diving in to Social Networking. Chapter 16: Measuring Blog Presence. Part VI: Getting Business-y with It. Chapter 17: Making Mad Mad Money. Chapter 18: Blogging for Companies. Part VII: The Part of Tens. Chapter 19: Ten Ways of Growing Community. Chapter 20: Ten Cool Tricks for Making Your Blog Shine. Chapter 21: Ten Blogs You Should Know. Appendix A: Glossary. Appendix B: Basic HTML Code. Index.

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## Sommario/riassunto

Building on the success of the two previous editions, this revision includes essential blogging basics, the elements required of a good blog, and the tools you'll need to get started.

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