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Nota di contenuto	Front matter -- Contents -- Acknowledgments -- A Note on Terminology -- List of Acronyms -- 1. Constructing Voters The Sociocultural Cognition Model and Voter Mobilization -- 2. Voters Will Throw Away Jesus Indirect Methods and Getting Out the Vote -- 3. Calling All Voters Phone Banks and Getting Out the Vote -- 4. Knock, Knock, Who's There? Door-To-Door Canvassing and Getting Out the Vote -- 5. Notes From the Field Running an Effective Mobilization Campaign -- 6. Expanding the Electorate Through Practice Voting and Habit Formation -- Conclusion Transforming the American Electorate -- Appendix A: Detailed Tables -- Appendix B: Forms -- Notes -- References -- Index
Sommario/riassunto	Which get-out-the-vote efforts actually succeed in ethnoracial communities-and why? Analyzing the results from hundreds of original experiments, the authors of this book offer a persuasive new theory to explain why some methods work while others don't.Exploring and comparing a wide variety of efforts targeting ethnoracial voters, Lisa García Bedolla and Melissa R. Michelson present a new theoretical frame-the Social Cognition Model of voting, based on an individual's sense of civic identity-for understanding get-out-the-vote

effectiveness. Their book will serve as a useful guide for political practitioners, for it offers concrete strategies to employ in developing future mobilization efforts.

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