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Nota di contenuto	Contents; List of Tables; List of Figures; Preface; 1 Unconscious Thinking on Political Judgment, Reasoning, and Behavior; The Ubiquity of Unconscious Thinking; Implicit Cues in the Real World and in the Laboratory; The Stream of Political Information Processing; The Rationalizing Voter; Looking Ahead; 2 The John Q. Public Model of Political Information Processing; The Architecture of Memory; Seven Postulates Drive the Formation and Expression of Political Attitudes; Forewarned Is Forearmed: General Expectations and Anticipated Objections; Looking Ahead 3 Experimental Tests of Automatic Hot Cognition Experimental Paradigms for the Priming of Affect and Cognition; Experimental Tests of the Automaticity of Affect for Political Leaders, Groups, and Issues; Discussion; 4 Implicit Identifications in Political Information Processing; An Experimental Test of Implicit Identifications; An Experimental Test

of the Influence of Racial Stereotypes on Policy Support; General Discussion; 5 Affect Transfer and the Evaluation of Political Candidates; Experimental Tests of Affect Transfer for Political Candidate Evaluations; Study 1; Study 2  
General Discussion Appendix 5.A. Article for Study 1; Appendix 5.B. War Paragraph; 6 Affective Contagion and Political Thinking; Two Experiments on Affective Contagion in Political Reasoning; General Discussion; 7 Motivated Political Reasoning; Experiments on the Mechanisms of Motivated Reasoning; General Discussion; 8 A Computational Model of the Citizen as Motivated Reasoner; A Model of Political Information Processing; Simulating the Dynamics of Candidate Evaluation in the 2000 U. S. Presidential Election; Comparisons of JQP with a Bayesian Learning Model  
Online, Memory-Based, and Hybrid Models of Updating Simulating the Survey Respondents Beliefs about Candidates; General Discussion; 9 Affect, Cognition, Emotion; JQP and the Survey Response; JQP versus Prominent Models of Candidate Evaluation and Vote Choice; JQP and the Rationality of the American Voter; Bibliography; Index

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Sommario/riassunto

Political behavior is the result of innumerable unnoticed forces and conscious deliberation is often a rationalization of automatically triggered feelings and thoughts. Citizens are very sensitive to environmental contextual factors such as the title 'President' preceding 'Obama' in a newspaper headline, upbeat music or patriotic symbols accompanying a campaign ad, or question wording and order in a survey, all of which have their greatest influence when citizens are unaware. This book develops and tests a dual-process theory of political beliefs, attitudes and behavior, claiming that all thinking, feeling, reasoning and doing have an automatic component as well as a conscious deliberative component. The authors are especially interested in the impact of automatic feelings on political judgments and evaluations. This research is based on laboratory experiments, which allow the testing of five basic hypotheses: hot cognition, automaticity, affect transfer, affect contagion and motivated reasoning.

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