

1. Record Nr.	UNINA9910811183103321
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Titolo	Political giving : making sense of individual campaign contributions / / Bertram N. Johnson
Pubbl/distr/stampa	Boulder, Colorado ; ; London, England : , : FirstForum Press, , 2013 ©2013
ISBN	1-62637-416-3
Descrizione fisica	1 online resource (157 pages) : illustrations, charts, tables
Disciplina	324.7/80973
Soggetti	Campaign funds - United States Elections - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Tables and Figures -- Acknowledgments -- 1. The Puzzle of Individual Giving -- 2. Competing Theories of Individual Participation -- 3. The History of U.S. Campaign Finance -- 4. How Modern Campaigns Appeal to Individual Contributors -- 5. How Members of Congress Build Their Fundraising Coalitions -- 6. What Survey Data Tells Us About Contributors -- 7. Why Do People Give? -- 8. Whither the Campaign Finance System? -- Bibliography -- Index -- About the Book
Sommario/riassunto	Why do some 30 million people in the United States give money to political candidates and causes—even though most individual contributions are irrational from the perspective of a strict cost-benefit analysis? How do campaign fundraisers tap into potential donors' motivations? Exploring three decades of historical data and also drawing extensively on the insights of contemporary campaign directors and consultants, Bertram Johnson makes sense of why people give and considers what this means for the campaign finance system, and the quality of representation, in the United States.