Voting Decisions

Like all decisions, deciding who to vote for involves 2 parts:

1. Gathering Evidence
2. Committing to a Choice

There is a trade-off between speed and accuracy.

- If you commit quickly, you can get on with your life (use Heuristics, shortcuts)
- If you take more time, make wiser or more accurate decision.

System 1 and Voting:

1. Todorov Study: Inferences of Competence from Faces Predict Election Outcomes

Background:

Hypothesis:

Methods:

Results:

Experiment 2:

Experiment 3:
Implications for rationality of voting process
-consequential decisions can be more shallow than we would like to believe

2. Benjamin & Shapiro Study: Thin Slice Forecasts of Gubernatorial Elections

Methods:

Results:

Discussion:

3. Michael Lewis Studies

Voter perceptions are influenced by look of candidates
Part affiliation affects which appearance traits draw most support

Methods:
-looked at 112 congressional elections in 2000 and 2002
-shown pictures of opposing candidates and asked which appeared more trustworthy, intelligent, likeable, competent. Quick judgments helped determine which political party tended to be associated with which characteristic.

Democrats more associated with, and tend to do better when they are rated by their appearance as:

Republicans do better when rated:

Politics as marketing Strategy:

Incumbent: established brand

Challenger: new product (needs to increase awareness)

Type of effective Ad:

4. Voting environment
Caucus vs. Primary

-social desirability
-conformity
Bradley Effect

Obama in NH

Difference between NH and Iowa

5. Implicit Biases