

PSC 8286
CAMPAIGNS, ELECTIONS, AND POLITICAL COMMUNICATION

Fall 2019
Tuesday, 12:45-3:15 pm
Monroe Hall 350

Professor Danny Hayes
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Monroe 466

Office hours: Thursday, 1:30-3:30 pm and by appointment

OVERVIEW

This course surveys major theoretical approaches and empirical research in the study of campaigns, elections, and political communication. We will focus primarily on American politics, although many of the theoretical perspectives are applicable outside the United States. Among the topics we will address: voting behavior, campaign strategy and effects, the role of groups and identity in elections, media effects, why people run for office, and voter turnout.

This course has four learning objectives:

- You will become familiar with a wide range of literatures that are routinely part of Ph.D. field examinations, particularly in American politics.
- You will analyze contemporary debates in the study of campaigns, elections, and political communication.
- You will think both appreciatively and critically about social scientific research.
- You will develop a research question and make progress on a paper intended to result in a dissertation topic and/or publication.

REQUIREMENTS

This course is a seminar, which means it will be driven by class discussion. You are expected to come to class prepared to engage in a thoughtful, critical, and lively conversation about the questions, issues, and debates raised in the week's required reading. The more you participate, the more you will benefit from the course.

Each week, one student will be designated to lead the seminar. On your week, you will be responsible for organizing and stimulating a discussion of the required readings. This should not take the form of a lecture or lengthy summary of the material. Instead, you should highlight the most important questions arising from the collection of readings and use those to generate discussion among the rest of us. To facilitate this, you should circulate (by e-mail) a list of 8-10 questions for discussion by **5 pm the Monday before the class**.

Every other week, you will submit a short paper (2-3 pages, double-spaced) responding to the week's readings. (I will divide up the weeks alphabetically, so that half of the class will be writing a paper each week. All told, you will write six papers.) These should be e-mailed to me by **12 pm the Monday before the class**, and I will return them to you the next day. The papers should critically discuss a portion of the week's readings. You do not need to shoehorn in every article or chapter, but you should address several works.

There is no single template for a good paper, but you should minimize the summary of the readings; I am more interested in your discussion of their strengths and weaknesses. Here is an incomplete list of questions that might animate your weekly papers:

- Are there competing explanations of, or approaches to understanding, a single substantive phenomenon?
- Is there a fundamental argument between or among authors?
- Do different authors employ different methods? Do those differences lead them to draw different conclusions? Would another methodological approach be better?
- Are there major shortcomings in a set of readings on a topic? How could they be addressed?
- What questions for future research emerge from the readings, and how might those questions be answered?
- Does the empirical evidence support an author's (or authors') claims?

At the end of the semester, you will be required to submit a research paper of 15-20 (double-spaced) pages. The paper may take one of two forms. First, you may write a paper based on original empirical research, similar to much of the work we'll be reading this semester. Second, you may write a paper that addresses a debate in the literature and proposes a research project, including a research design. At some point during the semester (with the date to be determined), I will ask you to submit a paragraph describing your proposed final project. The due date for the paper will be announced later in the semester. Finally, you will be expected to present a preliminary version of your paper at a mini-conference during our last class session, on December 3. It will be fun.

Your course grade will be determined by an overall evaluation of your participation in class, your weekly papers, and your final research paper.

READINGS

There are four required books. The list is below. The bulk of the course reading, however, consists of journal articles, chapters from edited volumes, or excerpts from books. Most of the readings are available through JSTOR and/or the GW library's electronic journal collection. A few are linked in the syllabus.

Some readings, however, are not available online. Those are marked with (*) below, and I have placed them on our course Blackboard page.

Books

Achen, Christopher H. and Larry M. Bartels. 2016. *Democracy for Realists: Why Elections Do Not Produce Representative Government*. Princeton, NJ: Princeton University Press.

Berelson, Bernard F., Paul F. Lazarsfeld, and William N. McPhee. 1954. *Voting: A Study of Opinion Formation in a Presidential Campaign*. Chicago: University of Chicago Press.

Campbell, Angus, Philip E. Converse, Warren E. Miller, and Donald E. Stokes. 1960. *The American Voter*. New York: John Wiley and Sons.

Sides, John, Michael Tesler, and Lynn Vavreck. 2018. *Identity Crisis: The 2016 Presidential Campaign and the Battle for the Meaning of America*. Princeton, NJ: Princeton University Press.

August 27: Introduction

*Bartels, Larry M. 2010. "The Study of Electoral Behavior." In Jan E. Leighley (ed.), *Oxford Handbook of American Elections and Political Behavior*. Oxford: Oxford University Press. pp. 239-261.

September 3: Early and Classic Studies of Voting

Berelson, Lazarsfeld, and McPhee, Intro, Chs. 2, 6-7, 10-14

Campbell, Converse, Miller, and Stokes, Chs. 1-4, 6-8, 19-20

Bartels, Larry M. 2000. "Partisanship and Voting Behavior, 1952-1996." *American Journal of Political Science* 44(1): 35-50.

More Reading

Lazarsfeld, Paul. F., Bernard Berelson, and Hazel Gaudet. 1948. *The People's Choice*. New York: Columbia University Press.

Campbell, Angus, Gerald Gurin, and Warren E. Miller. 1954. *The Voter Decides*. Oxford: Row, Peterson, and Company.

Converse, Philip E. 1964. "The Nature of Belief Systems in Mass Publics." In David E. Apter (ed.) *Ideology and Discontent*. New York: Free Press. pp. 206-261.

Popkin, Samuel L. 1994. *The Reasoning Voter: Communication and Persuasion in Presidential Campaigns*, 2nd edition. Chicago: University of Chicago Press.

Miller, Warren E. and J. Merrill Shanks. 1996. *The New American Voter*. Cambridge, MA: Harvard University Press.

Lewis-Beck, Michael S., William G. Jacoby, Helmut Norpoth, and Herbert F. Weisberg. 2008. *The American Voter Revisited*. Ann Arbor: University of Michigan Press.

September 10: Economic and Retrospective Voting

Sides, Tesler, and Vavreck, Chs.1-2

*Fiorina, Morris. 1981. *Retrospective Voting in American National Elections*. New Haven: Yale University Press. Chs. 1, 5, 9, 10

Kramer, Gerald H. 1971. "Short-Term Fluctuations in U.S. Voting Behavior, 1896-1964." *American Political Science Review* 65(1): 131-143.

Powell, G. Bingham and Guy D. Whitten. 1993. "A Cross-National Analysis of Economic Voting: Taking Account of the Political Context." *American Journal of Political Science* 37(2): 391-414.

Healy, Andrew, and Neil Malhotra. 2013. "Retrospective Voting Reconsidered." *Annual Review of Political Science* 16: 285-306.

Healy, Andrew and Gabriel S. Lenz. 2014. "Substituting the End for the Whole: Why Voters Respond Primarily to the Election-Year Economy." *American Journal of Political Science* 58(1): 31-47.

More Reading

Markus, Gregory B. 1988. "The Impact of Personal and National Economic Conditions on the Presidential Vote: A Pooled Cross-Sectional Analysis." *American Journal of Political Science* 32(1): 137-154.

Erikson, Robert S. 1989. "Economic Conditions and the Presidential Vote." *American Political Science Review* 83(2): 567-573.

MacKuen, Michael B., Robert S. Erikson, and James A. Stimson. 1992. "Peasants or Bankers? The American Electorate and the US Economy." *American Political Science Review* 86(3): 597-611.

Nadeau, Richard, and Michael S. Lewis-Beck. 2001. "National Economic Voting in U.S. Presidential Elections." *Journal of Politics* 63(1):159-181.

Duch, Raymond M. 2007. "Comparative Studies of the Economy and the Vote." In Carles Boix and Susan C. Stokes (eds.), *The Oxford Handbook of Comparative Politics*. Oxford: Oxford University Press. Pp. 805-844.

Lewis-Beck, Michael S., and Mary Stegmaier. 2007. "Economic Models of Voting." In Russell J. Dalton and Hans-Dieter Klingemann (eds.), *The Oxford Handbook of Political Behavior*. Oxford: Oxford University Press.

Huber, Gregory A., Seth J. Hill, and Gabriel S. Lenz. 2012. "Sources of Bias in Retrospective Decision Making: Experimental Evidence on Voters' Limitations in Controlling Incumbents." *American Political Science Review* 106(4): 720-741.

Healy, Andrew J., Mikael Persson, and Erik Snowberg. 2017. "Digging into the Pocketbook: Evidence on Economic Voting from Income Registry Data Matched to a Voter Survey." *American Political Science Review* 111(4): 771-785.

September 17: Issue Voting, the Spatial Model, and the Folk Theory of Democracy

*Downs, Anthony. 1957. *An Economic Theory of Democracy*. New York: Harper Collins. Ch. 1, 3, 7-8

Enelow, James M. and Melvin J. Hinich. 1982. "Ideology, Issues, and the Spatial Theory of Elections." *American Political Science Review* 76(3): 493-501.

Rabinowitz, George and Stuart Elaine Macdonald. 1989. "A Directional Theory of Issue Voting." *American Political Science Review* 83(1): 93-121.

Tausanovitch, Chris, and Christopher Warshaw. 2018. "Does the Ideological Proximity between Candidates and Voters Affect Voting in U.S. House Elections?" *Political Behavior* 40(1): 223-245.

Ansolabehere, Stephen, Jonathan Rodden, and James M. Snyder. 2008. "The Strength of Issues: Using Multiple Measures to Gauge Preference Stability, Ideological Constraint, and Issue Voting." *American Political Science Review* 102(2): 215-232.

Achen and Bartels, Chs. 1-2, 4-5, 7

More Reading

- Nie, Norman, Sidney Verba, and John R. Petrocik. 1976. *The Changing American Voter*. Cambridge: Harvard University Press.
- Markus, Gregory B. and Philip E. Converse. 1979. "A Dynamic Simultaneous Equation Model of Electoral Choice." *American Political Science Review* 73(4): 1055-1070.
- Page, Benjamin I. and Calvin C. Jones. 1979. "Reciprocal Effects of Policy Preferences, Party Loyalties, and the Vote." *American Political Science Review* 73(4): 1071-1089.
- Carmines, Edward G. and James A. Stimson. 1980. "The Two Faces of Issue Voting." *American Political Science Review* 74(1): 78-91.
- Enelow, James M., and Melvin J. Hinich. 1984. *The Spatial Theory of Voting: An Introduction*. Cambridge: Cambridge University Press.
- Bartels, Larry M. 1986. "Issue Voting Under Uncertainty: An Empirical Test." *American Journal of Political Science* 30(4): 709-728.
- Aldrich, John H., John L. Sullivan, and Eugene Borgida. 1989. "Foreign Affairs and Issue Voting: Do Presidential Candidates 'Waltz Before a Blind Audience?'" *American Political Science Review* 83(1): 123-141.
- Jessee, Stephen A. 2009. "Spatial Voting in the 2004 Presidential Election." *American Political Science Review* 103(1): 59-81.
- Joesten, Danielle A. and Walter J. Stone. 2014. "Reassessing Proximity Voting: Expertise, Party, and Choice in Congressional Elections." *Journal of Politics* 76(3): 740-753.

September 24: Campaign Agendas and Strategy

- *Riker, William. 1990. "Heresthetic and Rhetoric in the Spatial Model." In James M. Enelow and Melvin J. Hinich (eds.), *Advances in the Spatial Theory of Voting*. Cambridge: Cambridge University Press.
- Petrocik, John R. 1996. "Issue Ownership in Presidential Elections, with a 1980 Case Study." *American Journal of Political Science* 40(3):825-50.
- Sides, John. 2006. "The Origins of Campaign Agendas." *British Journal of Political Science* 36(3):407-36.
- Sigelman, Lee and Emmett H. Buell Jr. 2004. "Avoidance or Engagement? Issue Convergence in U.S. Presidential Campaigns, 1960-2000." *American Journal of Political Science* 48(4): 650-661.
- Nteta, Tatishe, and Brian Schaffner. 2013. "Substance and Symbolism: Race, Ethnicity, and Campaign Appeals in the United States." *Political Communication* 30(2): 232-253.
- Herrnson, Paul S., J. Celeste Lay, and Atiya Kai Stokes. 2003. "Women Running as 'Women': Candidate Gender, Campaign Issues, and Voter-Targeting Strategies." *Journal of Politics* 65(1): 244-255.
- Dolan, Kathleen. 2005. "Do Women Candidates Play to Gender Stereotypes? Do Men Candidates Play to Women? Candidate Sex and Issues Priorities on Campaign Websites." *Political Research Quarterly* 58(1): 31-44.

More Reading

- Shepsle, Kenneth A. 1972. "The Strategy of Ambiguity: Uncertainty and Electoral Competition." *American Political Science Review* 66(2): 555-568.
- Budge, Ian and Dennis J. Farlie. 1983. *Explaining and Predicting Elections: Issue-Effects and Party Strategies in 23 Democracies*. London: Allen & Unwin.
- Norpoth, Helmut and Bruce Buchanan. 1992. "Wanted: The Education President: Issue Trespassing by Political Candidates." *Public Opinion Quarterly*, 56(1): 87-99.
- Simon, Adam F. 2002. *The Winning Message: Candidate Behavior, Campaign Discourse, and Democracy*. Cambridge: Cambridge University Press.
- Holian, David B. 2004. "He's Stealing My Issues! Clinton's Crime Rhetoric and the Dynamics of Issue Ownership." *Political Behavior* 26(2): 95-124.
- Damore, David F. 2005. "Issue Convergence in Presidential Campaigns." *Political Behavior* 27(1): 71-97.
- Kaplan, Noah, David K. Park, and Travis N. Ridout. 2006. "Dialogue in American Political Campaigns? An Examination of Issue Convergence in Candidate Television Advertising." *American Journal of Political Science* 50(3): 724-736.
- Tomz, Michael, and Robert P. Van Houweling. 2009. "The Electoral Implications of Candidate Ambiguity." *American Political Science Review* 103(1): 83-98.
- Hersh, Eitan, and Brian F. Schaffner. 2013. "Targeted Campaign Appeals and the Value of Ambiguity." *Journal of Politics* 75(2): 520-534.
- Abrajano, Marissa. 2010. *Campaigning to the New American Electorate: Advertising to Latino Voters*. Palo Alto, CA: Stanford University Press.

October 1: Groups and Identity in Elections

- Valentino, Nicholas A., Vincent L. Hutchings, and Ismail K. White. 2002. "Cues That Matter: How Political Ads Prime Racial Attitudes During Campaigns." *American Political Science Review* 96(1): 75-90.
- Banks, Antoine J., and Heather M. Hicks. 2018. "The Effectiveness of a Racialized Counterstrategy." *American Journal of Political Science* 63(2): 305-322.
- Sides, Tesler, and Vavreck, Ch. 5-6
- McConaughy, Corrine M., Ismail K. White, David L. Leal, and Jason P. Casellas. 2010. "A Latino on the Ballot: Explaining Coethnic Voting among Latinos and the Response of White Americans." *Journal of Politics* 72(4): 1199-1211.
- Paolino, Phillip. 1995. "Group-Salient Issues and Group Representation: Support for Women Candidates in the 1992 Senate Elections." *American Journal of Political Science* 39(2):294-313.
- *Green, Donald, Bradley Palmquist, and Eric Schickler. 2002. *Partisan Hearts and Minds: Political Parties and the Social Identities of Voters*. New Haven: Yale University Press. Chs. 1-2.
- Iyengar, Shanto, Guarav Sood, and Yphtach Lelkes. 2012. "Affect, Not Ideology: A Social Identity Perspective on Polarization." *Public Opinion Quarterly* 76(3):405-31.
- Achen and Bartels, Chs. 8-11

More reading

- Hutchings, Vincent L. and Ashley E. Jardina. 2009. "Experiments on Racial Priming in Political Campaigns." *Annual Review of Political Science* 12: 397-402.
- Boudreau, Cheryl, Christopher S. Elmendorf, and Scott A. McKenzie. 2019. "Racial or Spatial Voting? The Effects of Candidate Ethnicity and Ethnic Group Endorsements in Local Elections." *American Journal of Political Science* 63(1): 5-20.
- Jardina, Ashley. 2019. *White Identity Politics*. New York: Cambridge University Press.
- Mendelberg, Tali M. 2001. *The Race Card: Campaign Strategy, Implicit Messages, and the Norm of Equality*. Princeton, NJ: Princeton University Press.
- Dolan, Kathy. 2008. "Is There a 'Gender Affinity Effect' in American Politics?" *Political Research Quarterly* 61(1): 79-89.
- Mason, Lilliana. 2018. *Uncivil Agreement: How Politics Became Our Identity*. Chicago: University of Chicago Press.
- Philpot, Tasha S., and Hanes Walton Jr. 2007. "One of our Own: Black Female Candidates and the Voters Who Support Them." *American Journal of Political Science* 51(1): 49-62.
- Hopkins, Daniel J. 2009. "No More Wilder Effect, Never a Whitman Effect: Why and When Polls Mislead about Black and Female Candidates." *Journal of Politics* 71(3):769-781.
- Tesler, Michael, and David O. Sears. 2010. *Obama's Race: The 2008 Election and the Dream of a Post-Racial America*. Chicago: University of Chicago Press.
- Carnes, Nicholas, and Noam Lupu. 2016. "Do Voters Dislike Working-Class Candidates? Voter Biases and the Descriptive Underrepresentation of the Working Class." *American Political Science Review* 110(4): 832-844.

October 8: Candidate Traits and Image

- Kinder, Donald R., Mark D. Peters, Robert P. Abelson, and Susan T. Fiske. 1980. "Presidential Prototypes." *Political Behavior* 2(4): 315-337.
- Hayes, Danny. 2005. "Candidate Qualities through a Partisan Lens: A Theory of Trait Ownership." *American Journal of Political Science* 49(4):908-23.
- *Bartels, Larry M. 2002. "The Impact of Candidate Traits in American Presidential Elections." In Anthony King (ed.), *Leaders' Personalities and the Outcomes of Democratic Elections*. Oxford: Oxford University Press.
- Todorov, Alexander, Anesu N. Mandisodza, Amir Goren, and Crystal C. Hall. 2005. "Inferences of Competence from Faces Predict Election Outcomes." *Science* 308(5728):1623-1626.
- Hayes, Danny. 2009. "Has Television Personalized Voting Behavior?" *Political Behavior* 31(2): 231-260.
- Lenz, Gabriel S. and Chappell Lawson. 2011. "Looking the Part: Television Leads Less Informed Citizens to Vote Based on Candidates' Appearance." *American Journal of Political Science* 55(3):574-89.

Atkinson, Matthew D., Ryan D. Enos, and Seth J. Hill. 2009. "Candidate Faces and Election Outcomes: Is the Face-Vote Correlation Caused by Candidate Selection?" *Quarterly Journal of Political Science* 4:229-49.

More Reading

Popkin, Samuel L. 1994. *The Reasoning Voter: Communication and Persuasion in Presidential Campaigns*, 2nd ed. Chicago: University of Chicago Press.

Kinder, Donald. 1986. "Presidential Character Revisited." In *Political Cognition: The 19th Annual Carnegie Symposium on Cognition*, ed. Richard R. Lau and David O. Sears. Hillsdale, New Jersey: Earlbaum, pp. 233-55.

Funk, Carolyn L. 1999. "Bringing the Candidate in to Models of Candidate Evaluation." *Journal of Politics* 61(3): 700-720.

Fridkin, Kim L., and Patrick J. Kenney. 2011. "The Role of Candidate Traits in Campaigns." *Journal of Politics* 73(1): 61-73.

Hardy, Bruce. 2017. "Candidate Traits and Political Choice." In Kate Kenski and Kathleen Hall Jamieson (eds.), *Oxford Handbook of Political Communication*. New York: Oxford University Press.

Hayes, Danny. 2010. "Trait Voting in U.S. Senate Elections." *American Politics Research* 38(6): 1102-1129.

Jacobs, Lawrence R., and Robert Y. Shapiro. 1994. "Issues, Candidate Image, and Priming." *American Political Science Review* 88(3): 527-540.

McDonald, Jared, David Karol, and Lilliana Mason. 2019. "An Inherited Money Dude from Queens County? How Unseen Candidate Characteristics Affect Voter Perceptions." *Political Behavior*. <https://doi.org/10.1007/s11109-019-09527-y>

Berinsky, Adam J., Sara Chatfield, and Gabriel Lenz. 2019. "Facial Dominance and Electoral Success in Times of War and Peace." *Journal of Politics* 81(3): 1096-1100.

October 15: Campaign Effects

Jacobson, Gary C. 2015. "How Do Campaigns Matter?" *Annual Review of Political Science* 18: 31-47.

Gelman, Andrew and Gary King. 1993. "Why Are American Presidential Election Campaign Polls So Variable When Votes Are So Predictable?" *British Journal of Political Science* 23: 409-451.

Huber, Gregory A., and Kevin Arceneaux. 2007. "Identifying the Persuasive Effects of Presidential Advertising." *American Journal of Political Science* 51(4): 957-977.

Brader, Ted. 2005. "Striking a Responsive Chord: How Political Ads Motivate and Persuade Voters by Appealing to Emotions." *American Journal of Political Science* 49(2): 388-405.

Gerber, Alan S., James G. Gimpel, Donald P. Green, and Daron R. Shaw. 2011. "How Large and Long-lasting Are the Persuasive Effects of Televised Campaign Ads? Results from a Randomized Field Experiment." *American Political Science Review* 105(1): 135-150.

Kalla, Joshua L., and David E. Broockman. 2018. "The Minimal Persuasive Effects of Campaign Contact in General Elections: Evident from 49 Field Experiments." *American Political Science Review* 112(1): 148-166.

Sides, Tesler, and Vavreck, Chs. 7-8

More Reading

- Shaw, Daron R. 1999. "The Effect of TV Ads and Candidate Appearances on Statewide Presidential Votes, 1988-96." *American Political Science Review* 93(2): 345-361.
- Hillygus, D. Sunshine, and Todd G. Shields. 2008. *The Persuadable Voter: Wedge Issues in Presidential Campaigns*. Princeton, NJ: Princeton University Press.
- Hill, Seth J., James Lo, Lynn Vavreck, and John Zaller. 2013. "How Quickly We Forget: The Duration of Persuasion Effects from Mass Communication." *Political Communication* 30(4): 521-547.
- Sides, John, and Lynn Vavreck. 2013. *The Gamble: Choice and Chance in the 2012 Presidential Election*. Princeton, NJ: Princeton University Press.
- Holbrook, Thomas. 1996. *Do Campaigns Matter?* Thousand Oaks, CA: Sage.
- Selb, Peter, and Simon Munzert. 2019. "Examining a Most Likely Case for Strong Campaign Effects: Hitler's Speeches and the Rise of the Nazi Party, 1927-1933." *American Political Science Review* 112(4): 1050-1066.
- Hillygus, D. Sunshine, and Simon Jackman. 2003. "Voter Decision Making in Election 2000: Campaign Effects, Partisan Activation, and the Clinton Legacy." *American Journal of Political Science* 47(4): 583-596.
- Bartels, Larry M. 2014. "Remembering to Forget: A Note on the Duration of Campaign Advertising Effects." *Political Communication* 31(4): 532-544.

October 22: Fall Break. Go Nuts.

October 29: Media Coverage and Voter Exposure

- *Patterson, Thomas E. 1994. *Out of Order*. New York: Vintage. Prologue and Chapter 1 ("Truth and Falsehood on the Campaign Trail," "The Miscast Institution"), pp. 3-52.
- Iyengar, Shanto, Helmut Norpoth, and Kyu S. Hahn. 2004. "Consumer Demand for Election News: The Horse Race Sells." *Journal of Politics* 66(1): 157-175.
- Sides, Tesler, and Vavreck, Ch. 4
- *Hayes, Danny, and Jennifer L. Lawless. 2016. *Women on the Run: Gender, Media, and Political Campaigns in a Polarized Era*. New York: Cambridge University Press. Chapter 4.
- Bennett, W. Lance and Shanto Iyengar. 2008. "A New Era of Minimal Effects? The Changing Foundations of Political Communication." *Journal of Communication* 58(4): 707-731.
- Prior, Markus. 2013. "Media and Political Polarization." *Annual Review of Political Science* 16: 101-127.
- Guess, Andrew M. 2019. "(Almost) Everything in Moderation: New Evidence on Americans' Online Media Diets." Available at: https://webspace.princeton.edu/users/aguess/Guess_OnlineMediaDiets.pdf

Allcott, Hunt, and Matthew Gentzkow. 2017. "Social Media and Fake News in the 2016 Election." *Journal of Economic Perspectives* 31(2): 211-326.

More Reading

Stroud, Natalie J. 2011. *Niche News: The Politics of News Choice*. New York: Oxford University Press.

Arceneaux, Kevin, and Martin Johnson. 2013. *Changing Minds or Changing Channels? Partisan News in an Age of Choice*. Chicago: University of Chicago Press.

Gans, Herbert. 1979. *Deciding What's News: A Study of CBS Evening News, NBC Nightly News, Newsweek, and Time*. New York: Random House.

Druckman, James N., Matthew S. Levendusky, and Audrey McLain. 2018. "No Need to Watch: How the Effects of Partisan Media Can Spread via Interpersonal Discussions." *American Journal of Political Science* 62(1): 99-112.

Hindman, Matthew. 2018. *The Internet Trap: How The Digital Economy Builds Monopolies and Undermines Democracy*. Princeton, NJ: Princeton University Press.

Faris, Rob, Hal Roberts, Bruce Etling, Nikki Bourassa, Ethan Zuckerman, and Yochai Benkler. 2017. "Partisanship, Propaganda, and Disinformation: Online Media and the 2016 U.S. Presidential Election." Available at: <https://cyber.harvard.edu/publications/2017/08/mediacloud>.

Prior, Markus. 2007. *Post-Broadcast Democracy: How Media Choice Increases Inequality in Political Involvement and Polarizes Elections*. New York: Cambridge University Press.

November 5: Media Effects in Campaigns

*Iyengar, Shanto. 2017. "A Typology of Media Effects." In Kate Kenski and Kathleen Hall Jamieson (eds.), *Oxford Handbook of Political Communication*. New York: Oxford University Press.

Bartels, Larry M. 1993. "Messages Received: The Political Impact of Media Exposure." *American Political Science Review* 87(2): 267-285.

Druckman, James N. 2004. "Priming the Vote: Campaign Effects in a U.S. Senate Election." *Political Psychology* 25(4): 577-594.

Lenz, Gabriel. 2009. "Learning and Opinion Change, Not Priming: Reconsidering the Evidence for the Priming Hypothesis." *American Journal of Political Science* 53 (4): 821-37.

Ladd, Jonathan McDonald, and Gabriel S. Lenz. 2009. "Exploiting a Rare Communication Shift to Document the Persuasive Power of the News Media." *American Journal of Political Science* 53(2): 394-410.

Panagopoulos, Costas, and Donald P. Green. 2008. "Field Experiments Testing the Impact of Radio Advertisements on Electoral Competition." *American Journal of Political Science* 52(1): 156-168.

Hopkins, Daniel J. and Jonathan M. Ladd. 2014. "The Consequences of Broader Media Choice: Evidence from the Expansion of Fox News." *Quarterly Journal of Political Science* 9(1): 115-135. Available at: https://www.jonathanmladd.com/uploads/5/3/6/6/5366295/published_version.pdf

More Reading

- Iyengar, Shanto, and Donald Kinder. 1987. *News That Matters: Television and American Opinion*. Chicago: University of Chicago Press.
- Johnston, Richard, Michael G. Hagen, and Kathleen Hall Jamieson. 2004. *The 2000 Presidential Election and the Foundations of Party Politics*. New York: Cambridge University Press.
- Gerber, Alan S., Dean Karlan, and Daniel Bergan. 2009. "Does the Media Matter? A Field Experiment Measuring the Effect of Newspapers on Voting Behavior and Political Opinions." *American Economic Journal: Applied Economics* 1(2): 35-52.
- Kahn, Kim Fridkin and Patrick J. Kenney. 2002. "The Slant of the News: How Editorial Endorsements Influence Campaign Coverage and Citizens' Views of Candidates." *American Political Science Review* 96(2): 381-394.
- Hetherington, Marc J. 1996. "The Media's Role in Forming Voters' National Economic Evaluations in 1992." *American Journal of Political Science* 40(2): 372-395.
- Prior, Markus. 2006. "The Incumbent in the Living Room: The Rise of Television and the Incumbency Advantage in U.S. House Elections." *Journal of Politics* 68(3): 657-673.

November 12: Political Ambition and Candidate Emergence

- Black, Gordon S. 1972. "A Theory of Political Ambition: Career Choices and the Role of Structural Incentives." *American Political Science Review* 66(1): 144-159.
- Jacobson, Gary C. 1989. "Strategic Politicians and the Dynamics of U.S. House Elections, 1946-86." *American Political Science Review* 83(3): 773-793.
- Canon, David T. 1993. "Sacrificial Lambs or Strategic Politicians? Political Amateurs in U.S. House Elections." *American Journal of Political Science* 37(4): 1119-1141.
- Fox, Richard L. and Jennifer L. Lawless. 2005. "To Run or Not to Run for Office: Explaining Nascent Political Ambition." *American Journal of Political Science* 49(3): 642-659.
- Thomsen, Danielle M. 2014. "Ideological Moderates Won't Run: How Party Fit Matters for Partisan Polarization in Congress." *Journal of Politics* 76(3): 786-797.
- Fox, Richard L. and Jennifer L. Lawless. 2010. "If Only They'd Ask: Gender, Recruitment, and Political Ambition." *Journal of Politics* 72(2): 310-326.
- Broockman, David E., Nicholas Carnes, Melody Crowder-Meyer, and Christopher Skovron. Forthcoming. "Having Their Cake and Eating It, Too: Why Local Party Leaders Don't Support Nominating Centrists." *British Journal of Political Science*. Available at: https://dbroock.people.stanford.edu/sites/g/files/sbiybj2246/f/broockman_carnes_crowdermeyer_skovron_party_leaders_polarization.pdf
- *Arceneaux, Kevin, Johanna Dunaway, Martin Johnson, and Ryan Vander Wielen. 2019. "Strategic Candidate Entry and Congressional Elections in the Era of Fox News." *American Journal of Political Science*, forthcoming.

More Reading

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December 3: PSC 8286 Mini-Conference

Other Course and University Information

Credit Hour Policy

Over 15 weeks, students will spend 2 hours (100 minutes) per week in class. Required reading for the seminar meetings and written response papers or projects, final exam, or final projects are expected to take up, on average, ~6 hours (350 minutes) per week. Over the course of the semester, students will spend 25 hours in instructional time and 87.5 hours preparing for class.

University Policy on Religious Holidays

In accordance with University policy, students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance. For details and policy, see: students.gwu.edu/accommodations-religious-holidays.

Support for Students outside the Classroom

Disability Support Services (DSS)

Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in the Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information see: disabilitysupport.gwu.edu/

Mental Health Services

The University's Mental Health Services offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations confidential assessment, counseling services (individual and small group), and referrals. For additional information see: counselingcenter.gwu.edu/

Academic Integrity Code

Thinking of cheating? Don't do it. Academic dishonesty is defined as cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information. For details and complete code, see: studentconduct.gwu.edu/code-academic-integrity

Safety and security

In the case of an emergency, if at all possible, the class should shelter in place. If the building that the class is in is affected, follow the evacuation procedures for the building. After evacuation, seek shelter at a predetermined rendezvous location.