The slide features several decorative circles. At the top, there are three overlapping circles: a white one on the left, a light purple one in the middle, and a darker purple one on the right. Below the title, there are two solid light purple circles on the left and one white circle with a light purple outline on the right.

Introduction to the American Political Process

Elections

Campaigns and Elections: An Introduction

Several topics in the next three lectures:

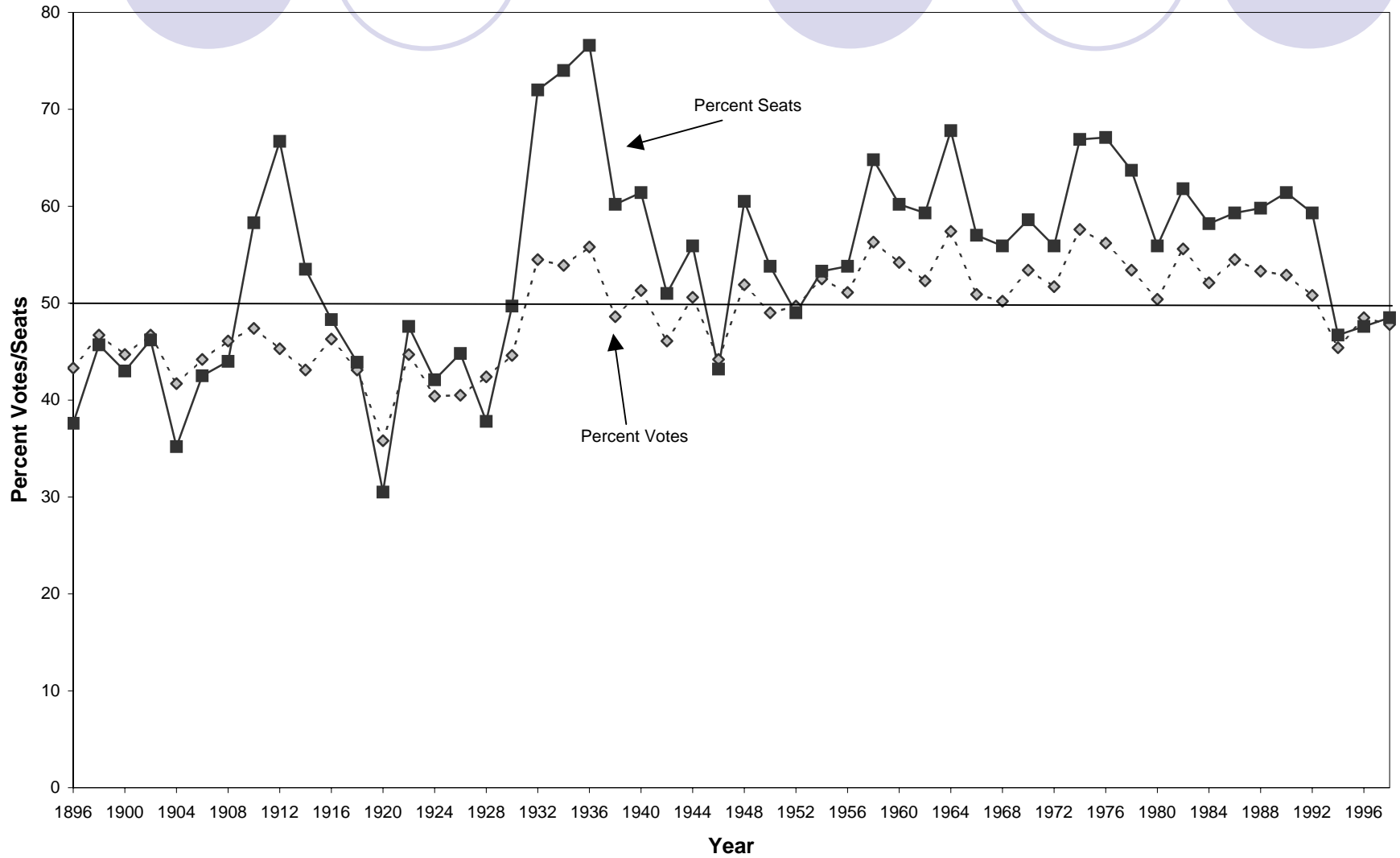
- The spatial model revisited – electoral responsiveness
- The mechanics of the process: How do we choose our leaders?
- The campaign: Strategy and tactics
- The role of the media
- Campaign financing
- How do people decide for whom to vote?
- The place of negative campaigning

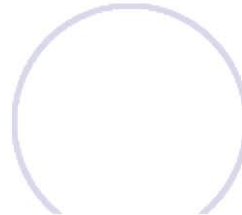
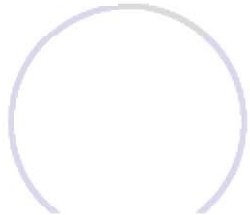
The Spatial Model Revisited



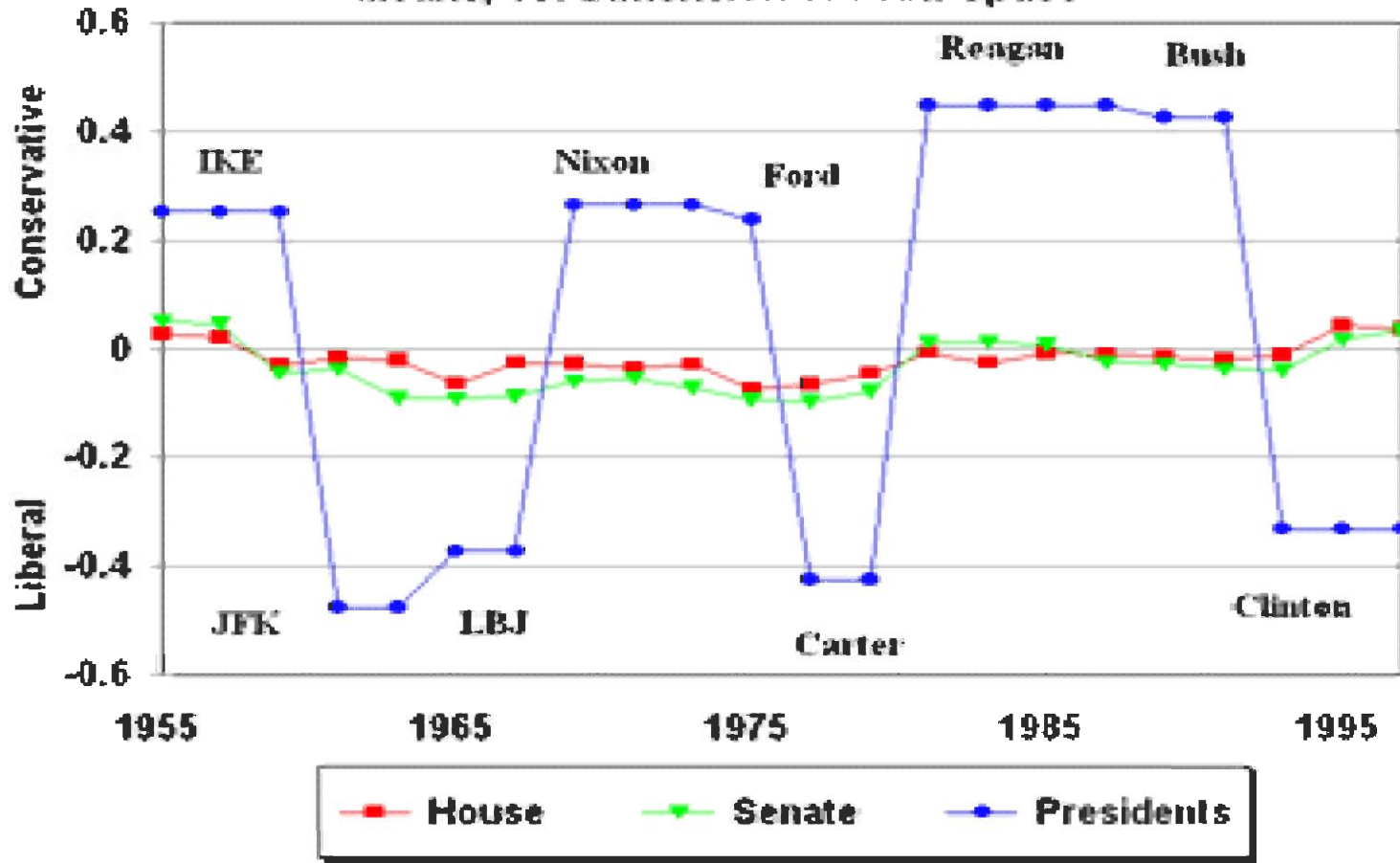
- Apply to elections
 - Electoral system matters: PR vs. Plurality rule
 - Plurality rule system
 - One-dimensional policy space
 - Single-peaked utility function
 - Majority rule
 - **Prediction: candidate convergence**

Democratic Seats and Votes





Presidents, and House and Senate Means, 1st Dimension of Joint Space



Where's the convergence?



- Presidential candidates?
- Congressional candidates?
- Why does the median voter theorem fail?
 - Primaries?
 - Candidate reputation?
 - Different distinct medians?
- Importance of parties

Political Parties in American Politics

- Parties serve goals of candidates
 - Parties regulate competition for office
 - Parties avoid chaos in Congress
 - “Party” in government can lead to “party” in the electorate
 - Parties can coordinate action across different levels of government
- Perverse consequences



Campaigns and Elections

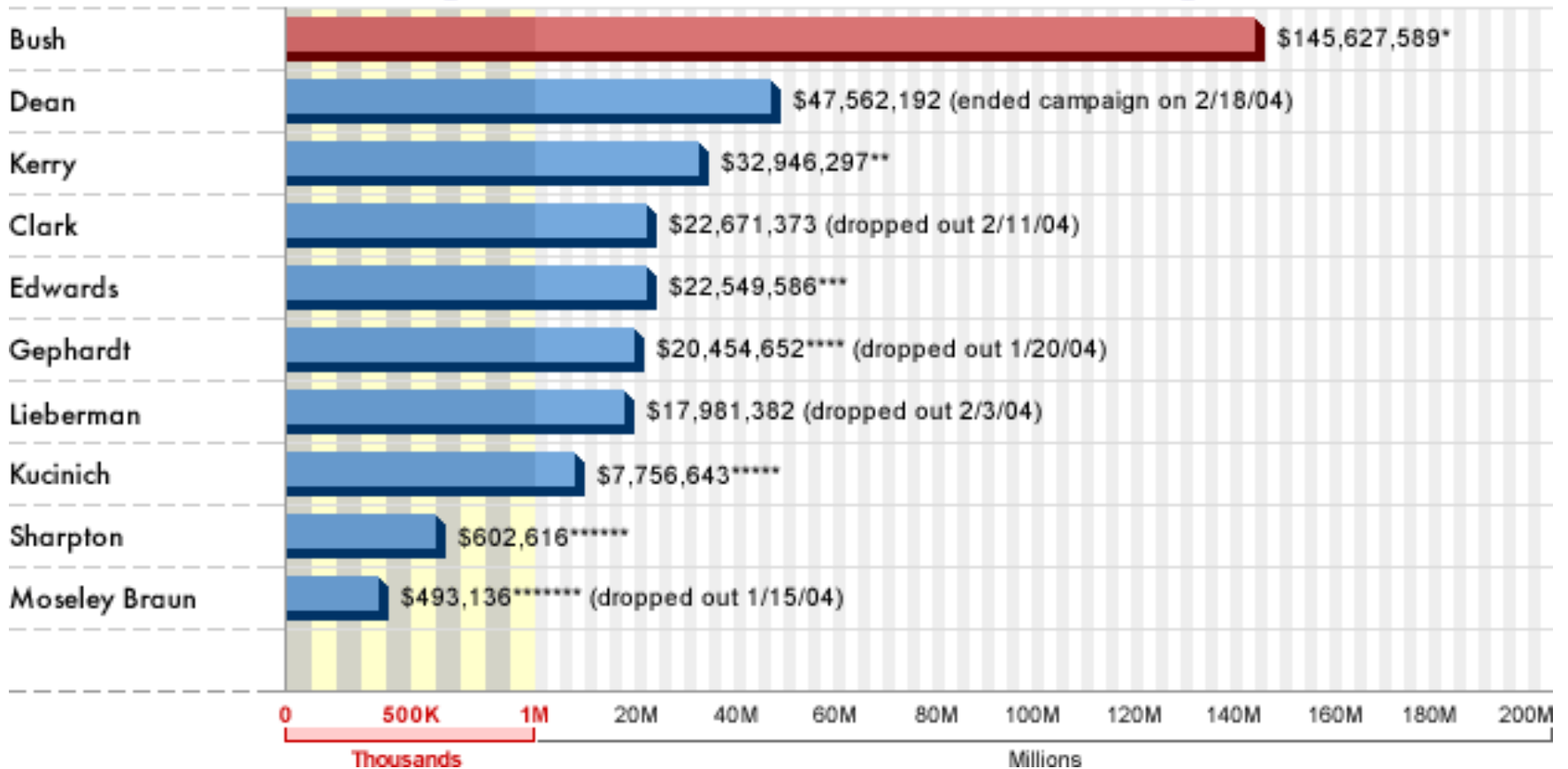
- The importance of elections
- Elections ensure that government *can* be responsive to its citizens
- Properties of elections legitimate process
 - Elections are regular
 - Everyone gets one vote
 - Procedures are in place so we can (usually) agree who won



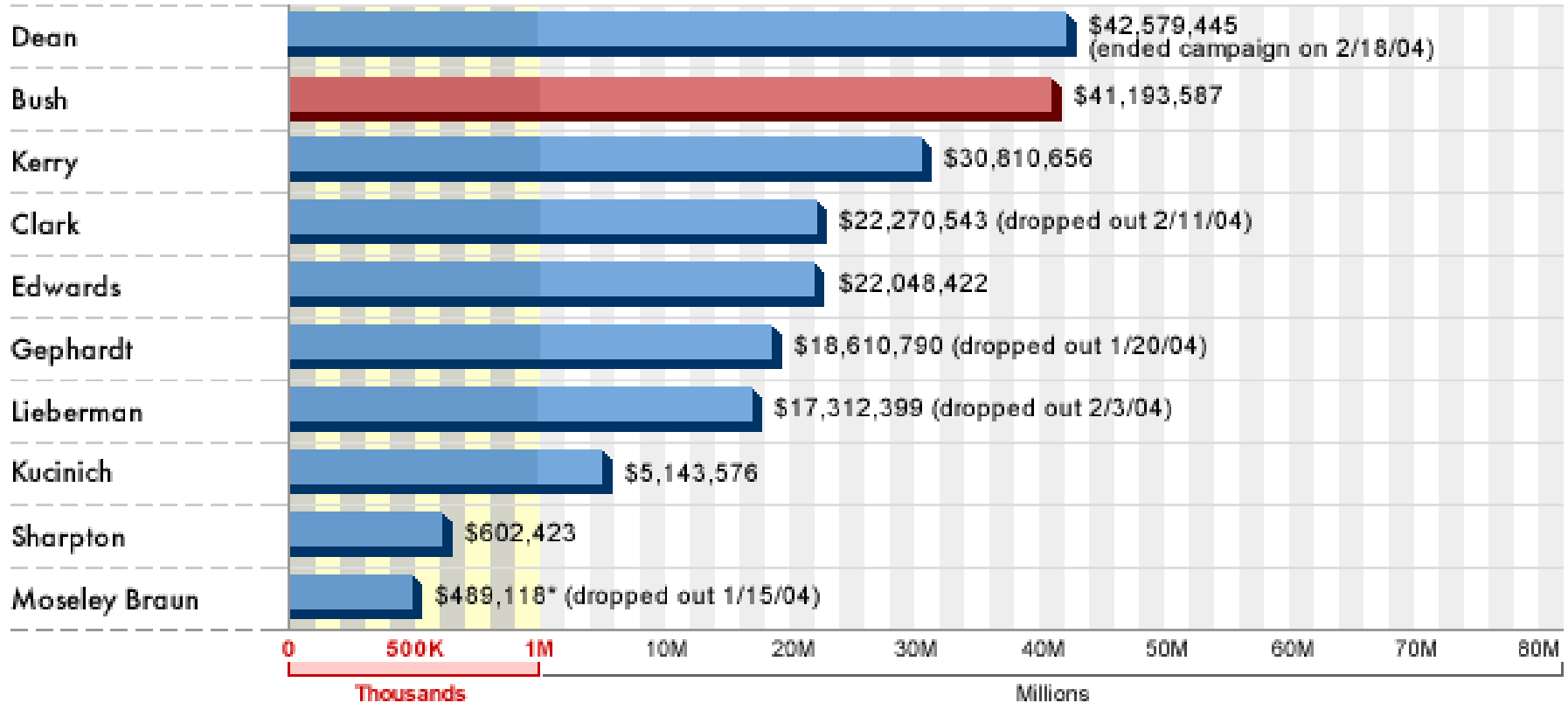
Presidential Nominations

- Nominations: A historical perspective
- How are candidates selected?
 - Primary elections
 - Local caucuses

Money Raised



Money Spent

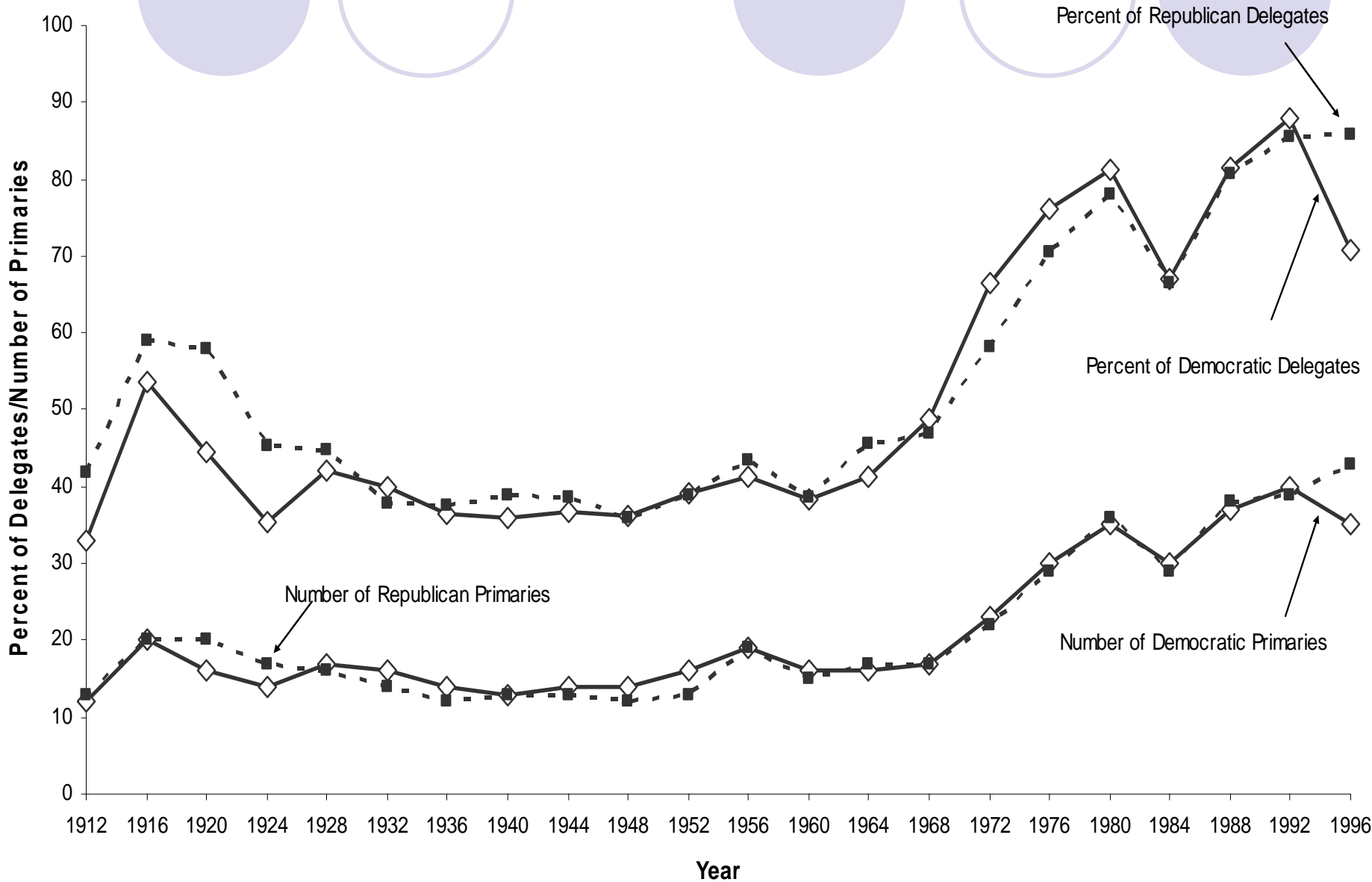


The Modern System



- Evolution over time
 - 1912-1924: The first wave of primaries
 - 1924-1968: Party leader centered politics
 - 1972-Today: The second wave of primaries

The Rise of Presidential Primaries



Presidential Nomination



- Unintended consequences
 - Frontloading

New Hampshire



- 7th Smallest State
- 2 million residents
- “First in the nation” Primary
- 2000 Turnout:
 - 238,606 Republicans
 - 154,639 Democrats

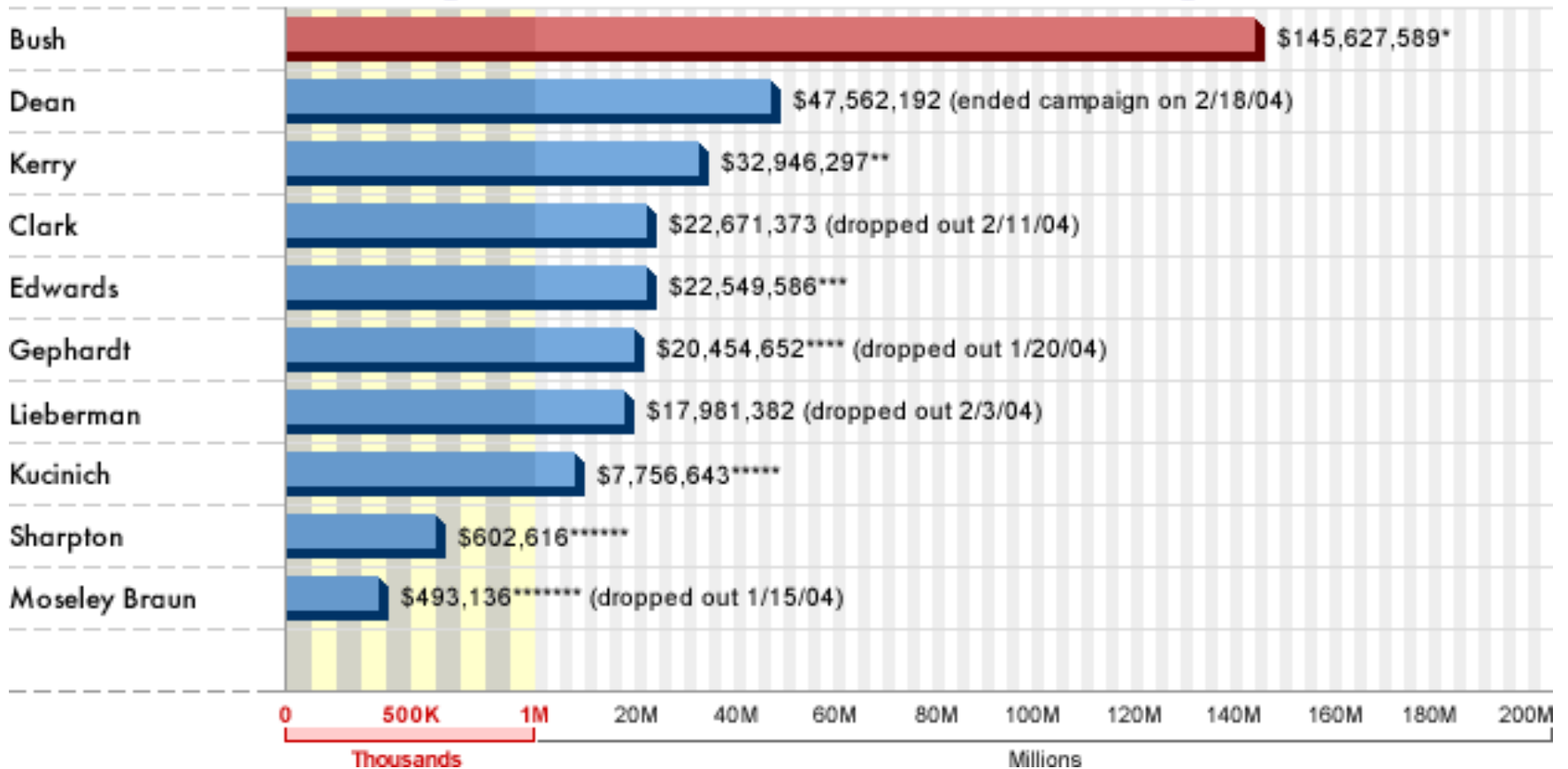
The Dynamics of the Electoral Campaign

- Winnowing
- The “Big Mo”
 - Election – The horserace
 - Pre-Election: Name recognition and money
- The Horserace
 - Creating Momentum

CNN/USA Today Poll

	1/17-1/19	1/20-1/22
Kerry	17%	34%
Dean	32%	22%

Money Raised



Money Spent

