



Affective Intelligence and Political Judgment

By George E. Marcus, W. Russell Neuman, Michael MacKuen

[Download now](#)

[Read Online](#) 

Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen

Although the rational choice approach toward political behavior has been severely criticized, its adherents claim that competing models have failed to offer a more scientific model of political decisionmaking. This measured but provocative book offers precisely that: an alternative way of understanding political behavior based on cognitive research.

The authors draw on research in neuroscience, physiology, and experimental psychology to conceptualize habit and reason as two mental states that interact in a delicate, highly functional balance controlled by emotion. Applying this approach to more than fifteen years of election results, they shed light on a wide range of political behavior, including party identification, symbolic politics, and negative campaigning.

Remarkably accessible, *Affective Intelligence and Political Judgment* urges social scientists to move beyond the idealistic notion of the purely rational citizen to form a more complete, realistic model that includes the emotional side of human judgment.



[Download Affective Intelligence and Political Judgment ...pdf](#)



[Read Online Affective Intelligence and Political Judgment ...pdf](#)

Affective Intelligence and Political Judgment

By George E. Marcus, W. Russell Neuman, Michael MacKuen

Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen

Although the rational choice approach toward political behavior has been severely criticized, its adherents claim that competing models have failed to offer a more scientific model of political decisionmaking. This measured but provocative book offers precisely that: an alternative way of understanding political behavior based on cognitive research.

The authors draw on research in neuroscience, physiology, and experimental psychology to conceptualize habit and reason as two mental states that interact in a delicate, highly functional balance controlled by emotion. Applying this approach to more than fifteen years of election results, they shed light on a wide range of political behavior, including party identification, symbolic politics, and negative campaigning.

Remarkably accessible, *Affective Intelligence and Political Judgment* urges social scientists to move beyond the idealistic notion of the purely rational citizen to form a more complete, realistic model that includes the emotional side of human judgment.

Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen Bibliography

- Sales Rank: #637686 in Books
- Published on: 2000-10-01
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .60" w x 6.00" l, .70 pounds
- Binding: Paperback
- 200 pages

 [Download Affective Intelligence and Political Judgment ...pdf](#)

 [Read Online Affective Intelligence and Political Judgment ...pdf](#)

Download and Read Free Online Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen

Editorial Review

From the Inside Flap

Although the rational choice approach toward political behavior has been severely criticized, its adherents claim that competing models have failed to offer a more scientific model of political decisionmaking. This measured but provocative book offers precisely that: an alternative way of understanding political behavior based on cognitive research.

The authors draw on research in neuroscience, physiology, and experimental psychology to conceptualize habit and reason as two mental states that interact in a delicate, highly functional balance controlled by emotion. Applying this approach to more than fifteen years of election results, they shed light on a wide range of political behavior, including party identification, symbolic politics, and negative campaigning.

About the Author

George E. Marcus is a professor of political science at Williams College.

W. Russell Neuman is a professor of communication at the Annenberg School for Communication and director of the Information and Society Program, Annenberg Public Policy Center of the University of Pennsylvania.

Michael MacKuen is the Burton Craige professor of political science at the University of North Carolina, Chapel Hill.

Users Review

From reader reviews:

Lynda Wright:

Can you one of the book lovers? If so, do you ever feeling doubt when you find yourself in the book store? Try to pick one book that you just dont know the inside because don't determine book by its include may doesn't work this is difficult job because you are afraid that the inside maybe not seeing that fantastic as in the outside appearance likes. Maybe you answer can be Affective Intelligence and Political Judgment why because the fantastic cover that make you consider concerning the content will not disappoint you. The inside or content is usually fantastic as the outside as well as cover. Your reading sixth sense will directly show you to pick up this book.

Lisa Keener:

This Affective Intelligence and Political Judgment is completely new way for you who has fascination to look for some information as it relief your hunger associated with. Getting deeper you onto it getting knowledge more you know or perhaps you who still having bit of digest in reading this Affective Intelligence and Political Judgment can be the light food for yourself because the information inside this book is easy to

get by simply anyone. These books acquire itself in the form which is reachable by anyone, that's why I mean in the e-book form. People who think that in reserve form make them feel sleepy even dizzy this book is the answer. So there isn't any in reading a book especially this one. You can find actually looking for. It should be here for you. So , don't miss the item! Just read this e-book sort for your better life in addition to knowledge.

Robert Poulin:

As we know that book is significant thing to add our information for everything. By a book we can know everything we really wish for. A book is a range of written, printed, illustrated or blank sheet. Every year had been exactly added. This reserve Affective Intelligence and Political Judgment was filled concerning science. Spend your free time to add your knowledge about your research competence. Some people has different feel when they reading a new book. If you know how big advantage of a book, you can feel enjoy to read a publication. In the modern era like at this point, many ways to get book you wanted.

Helen Butts:

Reading a publication make you to get more knowledge from the jawhorse. You can take knowledge and information from the book. Book is written or printed or illustrated from each source that will filled update of news. Within this modern era like now, many ways to get information are available for an individual. From media social just like newspaper, magazines, science book, encyclopedia, reference book, new and comic. You can add your understanding by that book. Are you ready to spend your spare time to spread out your book? Or just trying to find the Affective Intelligence and Political Judgment when you required it?

Download and Read Online Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen #5CF6QS8GX2T

Read Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen for online ebook

Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen books to read online.

Online Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen ebook PDF download

Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen Doc

Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen MobiPocket

Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen EPub

5CF6QS8GX2T: Affective Intelligence and Political Judgment By George E. Marcus, W. Russell Neuman, Michael MacKuen