



Affective Intelligence and Political Judgment

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

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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.

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- 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

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From the Inside Flap

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