

Political Persuasion and *Attitude Change*

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Political Persuasion And Attitude Change

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Political Persuasion And Attitude Change:

Political Persuasion and Attitude Change Diana Carole Mutz, Paul M. Sniderman, Richard A. Brody, 1996 Introduces and defines a new field of research on the way political attitudes are influenced and changed Political Attitudes Camelia Florela Voinea, 2016-06-13 Political Science has traditionally employed empirical research and analytical resources to understand explain and predict political phenomena One of the long standing criticisms against empirical modeling targets the static perspective provided by the model invariant paradigm In political science research this issue has a particular relevance since political phenomena prove sophisticated degrees of context dependency whose complexity could be hardly captured by traditional approaches To cope with the complexity challenge a new modeling paradigm was needed This book is concerned with this challenge Moreover the book aims to reveal the power of computational modeling of political attitudes to reinforce the political methodology in facing two fundamental challenges political culture modeling and polity modeling The book argues that an artificial polity model as a powerful research instrument could hardly be effective without the political attitude and by extension the political culture computational and simulation modeling theory experiments and practice This book Summarizes the state of the art in computational modeling of political attitudes with illustrations and examples featured throughout Explores the different approaches to computational modeling and how the complexity requirements of political science should determine the direction of research and evaluation methods Addresses the newly emerging discipline of computational political science Discusses modeling paradigms agent based modeling and simulation and complexity based modeling Discusses model classes in the fundamental areas of voting behavior and decision making collective action ideology and partisanship emergence of social uprisings and civil conflict international relations allocation of public resources polity and institutional function operation development and reform political attitude formation and change in democratic societies This book is ideal for students who need a conceptual and operational description of the political attitude computational modeling phases goals and outcomes in order to understand how political attitudes could be computationally modeled and simulated Researchers Governmental and international policy experts will also benefit from this book **Handbook of Political Communication Research** Lynda Lee Kaid, 2004-07-19 This volume brings together the major thrusts of research and theory in political communication For scholars researchers students in political communication mass communication and political science and for readers in public opinion political psychol **Political Communication in a New Era** Philippe Maarek, Gadi Wolfsfeld, 2005-08-18 This book seeks to provide readers with a cross national perspective concerning the art of political communication in a field increasingly affected by globalization fragmentation of political audiences and the rise of professional communications experts a field concerned not only with how leaders are chosen but also with how they govern Structured in two sections Political Communication in a New Era examines both methods of gathering and disseminating information in a time of technological transformation and developments in the uses of political communication across the

globe Contributors offer perspectives from Canada France Germany Israel Italy and the United States **Implications of a Latitude-theory Model of Citizen Attitudes for Political Campaigning, Debate, and Representation** , **The Oxford Handbook of Political Psychology** Leonie Huddy,David O. Sears,Jack S. Levy,2003-07-31 Political psychology applies what is known about human psychology to the study of politics It examines how people reach political decisions on topics such as voting party identification and political attitudes as well as how leaders mediate political conflicts and make foreign policy decisions The Oxford Handbook of Political Psychology gathers together a distinguished group of scholars from around the world to shed light on these vital questions Focusing first on political psychology at the individual level attitudes values decision making ideology personality and then moving to the collective group identity mass mobilization political violence this fully interdisciplinary volume covers models of the mass public and political elites and addresses both domestic issues and foreign policy Now with new material providing an up to date account of cutting edge research within both psychology and political science this is an essential reference for scholars and students interested in the intersection of the two fields *Handbook of Innovations in Political Psychology* Ethan C. Busby,Christopher F. Karpowitz,Cara J. Wong,2025-03-12 In this interdisciplinary Handbook editors Ethan C Busby Christopher F Karpowitz and Cara J Wong explore not just what political psychology is but what it could be In so doing they and the chapter authors examine and expand political psychology s scope and relevance Bringing together a diverse array of authors to examine both core topics and emerging themes they combine foundational insights with fresh perspectives to consider what innovations exist and are needed in the field of political psychology **Handbook on Political Trust** Sonja Zmerli,Tom W.G. van der Meer,2017-01-27 Political trust in government parliament or political parties has taken centre stage in political science for more than half a century reflecting ongoing concerns with the legitimacy and functioning of representative democracy To provide scholars students and policy makers with a tool to navigate through the complexity of causes and consequences of political trust this Handbook offers an excellent overview of the conceptual theoretical methodological and empirical state of the art complemented by accounts of regional particularities and authored by international experts in this field

Campaigning for Hearts and Minds Ted Brader,2006 Useful for those wishing to understand how American politics is influenced by advertising this scientific study examines the effects these emotional appeals in political advertising have on voter decision making *Introduction to Political Psychology* Martha L. Cottam,Elena Mastors,Thomas Preston,Beth Dietz,2015-08-14 This comprehensive user friendly introductory textbook to political psychology explores the psychological origins of political behavior The authors introduce readers to a broad range of theories concepts and case studies of political activity to illustrate that behavior The book examines many patterns of political behaviors including leadership group behavior voting media effects race ethnicity nationalism social movements terrorism war and genocide It explores some of the most horrific things people do to each other as well as how to prevent and resolve conflict and how to recover from it The

book contains numerous features to enhance understanding including text boxes highlighting current and historical events to help students see the connection between the world around them and the concepts they are learning Different research methodologies used in the discipline are employed such as experimentation and content analysis The third edition of the book has two new chapters one on the media and one on social movements This accessible and engaging introductory textbook is suitable as a primary text on a range of upper level courses in political psychology political behavior and related fields including policymaking

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