

Unit II Political Beliefs and Behaviors

electorate
poll tax
political socialization
political efficacy
polls
exit polls
random sampling
sampling error
demography
minority majority
political ideology
political culture
liberalism
conservatism
public opinion
bandwagon effect
party dealignment
party realignment
critical elections
party identification
“winner take all”
electoral college
closed primary
open primary
blanket primary
caucus
swing voters
independent voters
race horse journalism
voter profile
rational-choice theory
plurality elections
ticket-splitting
third parties
single member districts
Literacy test
proportional representation
Federal Election Commission
hard money
soft money
issue ads
political action committees (PAC)
grass roots
artificial turf
initiative
referendum
retrospective voting
mandate theory of elections
political efficacy
interest groups (types)
selective benefits
free-rider
trial balloons
spin doctors
news doctors
civil disobedience
gender gap
presidential primaries
policy voting
Motor Voter Act
Buckley v Valeo
lobbying
McGovern-Fraser Commission
media events
scripted events
sound bites
policy entrepreneurs
investigative journalism
national conventions
responsible party model
divided government
suffrage
voter registration
interest group
subgovernments (iron triangle)
collective good
single-issue group
electioneering
public interest groups
amicus curiae briefs
mid term elections
general elections
presidential elections