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## The Simple Art of Voting: The Cognitive Shortcuts of Italian Voters (Hardback)

By Delia Baldassarri

Oxford University Press Inc, United States, 2012. Hardback. Condition: New. Language: English . Brand New Book. Voting distills a complex decision into a deceptively simple action. During campaign seasons, the electorate faces a messy tangle of parties, leaders, and issues. How is it possible for voters to unravel it all? How do they perceive and evaluate the political landscape? How, in short, do voters choose? Not only is voting a complex choice, but voters themselves also vary widely in their degree of interest, and involvement in politics. Too often, though, scholars have ignored this variety by focusing on a mythic average voter. In *The Simple Art of Voting*, Delia Baldassarri provides a new understanding of how voting works by focusing on how choices are made given the cognitive limitations of the human mind and the environment in which decision-making takes place. Drawing on recent advances in the study of cognitive psychology, decision-making, and political cognition, Baldassarri provides a careful empirical examination of the strategies voters actually use to manage the complexity of political choice. Expressly rejecting the prevailing one-size-fits-all, what a rational voter should do approach, she distinguishes voters based on the cognitive shortcuts, or heuristics, they use to simplify...


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