

Affective Intelligence And Political Judgment

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Affective Intelligence And Political Judgment

Affective Intelligence and Political Judgment. George E. Marcus, W. Russell Neuman, and Michael MacKuen. George E. Marcus, W. Russell Neuman, and Michael MacKuen. 200 pages | 19 line drawings, 22 tables | 6 x 9 | © 2000. Paper \$31.00 ISBN: 9780226504698 Published October 2000.

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The affective intelligence theory is contrasted with the normal vote model and the rational choice model. Under the affective intelligence theory, the attentive voters are those who are either "habitually attentive" or those who are "anxious" about a candidate they would otherwise be inclined to support.

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