

Unit 3 Outline: Political Participation by Individuals

Unit Chapters

9: Campaigns and Voting Behavior

Unit Essential Questions

1. How do we nominate candidates for national office?
 2. How have new technologies revolutionized modern campaigning?
 3. How has the ever increasing expense of campaigns affected the electoral process?
 4. How are modern national campaigns waged and won?
 5. Do campaigns change voter behavior?
 6. Who votes and what information do they end up relying on to make their decisions?
 7. What considerations explain how people vote?
 8. The Electoral College – how does it work and what are key criticisms?
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Chapter 9 Details

Key Terms

Nomination	Superdelegates	Party Platform
Campaign Strategy	Frontloading	Suffrage
National Party Convention	Motor Voter Act (1993)	Policy Voting
Political Efficacy	Mandate Theory of Elections	Retrospective Voting
Voter Registration	Political Efficacy	Civic Duty
Battleground States	Federal Election Campaign Act (1974)/FEC	

Focus Questions

1. How do nominating caucuses work?
2. How do primaries work? Why were they strengthened by the McGovern-Fraser Commission?
3. Why is the New Hampshire primary so important to presidential campaigns?
4. Why are the primaries/caucuses described as “elimination contests?”
5. Know the six major criticisms of the primary/caucus system.
6. Critics of the primary/caucus system are many. Two ideas have been put forward as potential solutions to some of their failings—the national primary and regional primary. Define each and what are the pros and cons of both.
7. Modern party conventions can be labeled as merely “anointing parties” that involve little political drama. Why? If so, why do parties continue the conventions?
8. How can a presidential candidate qualify for a public financing? What are the restrictions if they agree to this form of financial support?

9. What have been the major changes in Campaign Finance since the 1970s?
10. How do PACs operate? What is their fundamental objective? Who do they support primarily?
11. What three factors tend to weaken the impact of campaigns on converting voters?
12. Explain how each of the following demographic factors affect voter turnout: education, age, race, gender, marital status, and union status. How do these factors have a cumulative effect on turnout?
13. How does party identification play a role in voter behavior? Examples as evidence?
14. How does public perception of candidates play a role in voter behavior? Examples as evidence?
15. How does policy voting play a role in voter behavior? Examples as evidence?
16. Elections on special policy questions include the referendum and initiative. Define both. Give three historical examples of initiative propositions.
17. How does the Electoral College work?
18. Explain two benefits of the Electoral College.
19. Describe why the Electoral College has so many critics.

Supreme Court Cases:

-Citizens United vs. Federal Election Commission (2010)