



## #2 What drives ppl's vote

### - Location

→ Priming - more likely to care more about what's near them

→ Arizona study: more likely to vote for school stuff when voting in school (regardless party)

→ Seat - liberal on left conservative on right because historically they needed ally.

→ [ People leaning right physically lean right  
          ... left                   ... left  
      more priming because of association.

### - By appearance of candidate

→ Bring in lab, show faces for 100 ms (very fast), yet ppl agree on who's confident when guessing.

→ Look like someone they like → more likely to vote for.

→ Look more like themselves → more likely to vote for

→ Look more like republican → more republican vote for  
   ... democrat → ... democrat ...

→ US doing well in Olympics → ppl feel better about country  
→ like current president more → poll goes up.

### #3 Other factors in election

- Incompetence - ppl not knowing how to use ballot because it's badly designed. i.e. people couldn't vote for the correct person.
- Shortcut - ppl choose first acceptable candidate
- Bad weather - some group less likely show up (not random!)
- Team won game → ppl feel better → vote for incumbent.

### #4 Benefits of Democracy

Despite messy democracy, democracy works  
↓  
higher quality of life, somehow

- In Africa, democratic countries usually perform better
- Country go non-democracy to democracy → improvement
- Country go ~~non-democracy to democracy~~ → decline

Why?

Maybe democracy pressures citizens to do positive things.

- Procedural Justice - have a say → feel fair  
→ more likely to agree and not make trouble.
- Sharing Power  
↓ otherwise
- Non-democracy - if lose position → no way to get in to power → resist → chaos / trouble

→ side last Democracy Despite Itself  
Democracy → play a part → motivation. Prof's book.