

**MASARYK UNIVERSITY
DEPARTMENT OF INTERNATIONAL RELATIONS AND EUROPEAN STUDIES**

**MVZ 449
Mass Political Behavior - US
Spring 2010
Final Exam Study Guide**

Date of Exam: Wednesday, May 26th, 4-5:30 pm OR Friday, June 4th, 3-4:30 pm

NOTE THE EXAM ROOM: U43 FSS

Terms & Concepts From Lectures & Course Materials: You will define terms and concepts drawn from our lectures and discussions. You should have reviewed and studied ALL materials placed on reserve for the class. Listed below are several examples of how terms will be drawn from the lecture and reading materials and is NOT an exhaustive list of all terms that might appear on the exam. All that we have below are examples of how terms might be used from lectures in the exam itself. To be prepared, you should be comfortable writing a few sentences for each of the following (for example define the term, explain why it is relevant for terrorism studies, and provide an example):

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| 1) Rational Choice Behavior (RCB) | 18) Polling Issues & the Culture War |
| 2) RCB Preferences & Attitude Effects | 19) Measurement of Public Opinion & Polling Techniques, Concerns |
| 3) The Spatial Model of Voting Behavior | 20) Environmental & Strategic Factors of Elections |
| 4) Convergence of Voter Preferences in the Spatial Model | 21) Role of Economic Conditions in Elections & Examples in 2008 |
| 5) Role of Parties in Elections | 22) Vote Choice Decision-making & Three Models of the Vote |
| 6) Role of Elections in Democracies | 23) Who Votes, How They Vote |
| 7) Elections Campaign Dynamics, Forces | 24) Who Votes – What They Want, Part II |
| 8) Do Elections Matter? | 25) Air Wars I & II – Media’s Goals in Elections |
| 9) Macro-Micro Measurement Problem | 26) Campaign Finance Systems including Hard, Soft money, FEC, & BCRA |
| 10) General Election Results, US, 2000, 2004, 2008 | 27) TIDES, Disclosure, & Sunlight effects of Campaign Finance Systems |
| 11) Red, Blue, & Purple America | 28) Course Summary: Trends in PID & Ideology; Impacts on November 2010 |
| 12) Culture War – Myth or Reality? | |
| 13) Social Class, SES, & Voting in the US | |
| 14) Cost-Benefit Analysis & Voting Paradox | |
| 15) Two Principal Info. Processing Models | |
| 16) Zaller & his R-A-S Model | |
| 17) Public Opinion Research, Overview | |