

Bringing Science and Community Expertise to Canvassing

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Science of Elections

Recapping last month's presentation:

- 1) Gradually increasing partisan polarization characterizes our politics.
- 2) Republicans have become increasingly more conservative.
- 3) This partisanship decreases other factors that often influence elections, such as the economy.
- 4) The sharpest party divisions are around identity issues.
- 5) Elections have razor thin margins, something we must emphasize.

What changes views:

- 1) Identifying with one candidate or party or view (liberal, conservative)
- 2) Framing issues relative to moral values
 - a. Fairness vs. sanctity, i.e. healthcare
- 3) Engaging emotions, even more so than facts

What gets people to vote:

- 1) View that candidates are far apart and very different
- 2) Strong identification with group, i.e. MAGA, liberal
- 3) Altruism
- 4) Sense of duty
- 5) Identification as a voter
- 6) Sense of Community