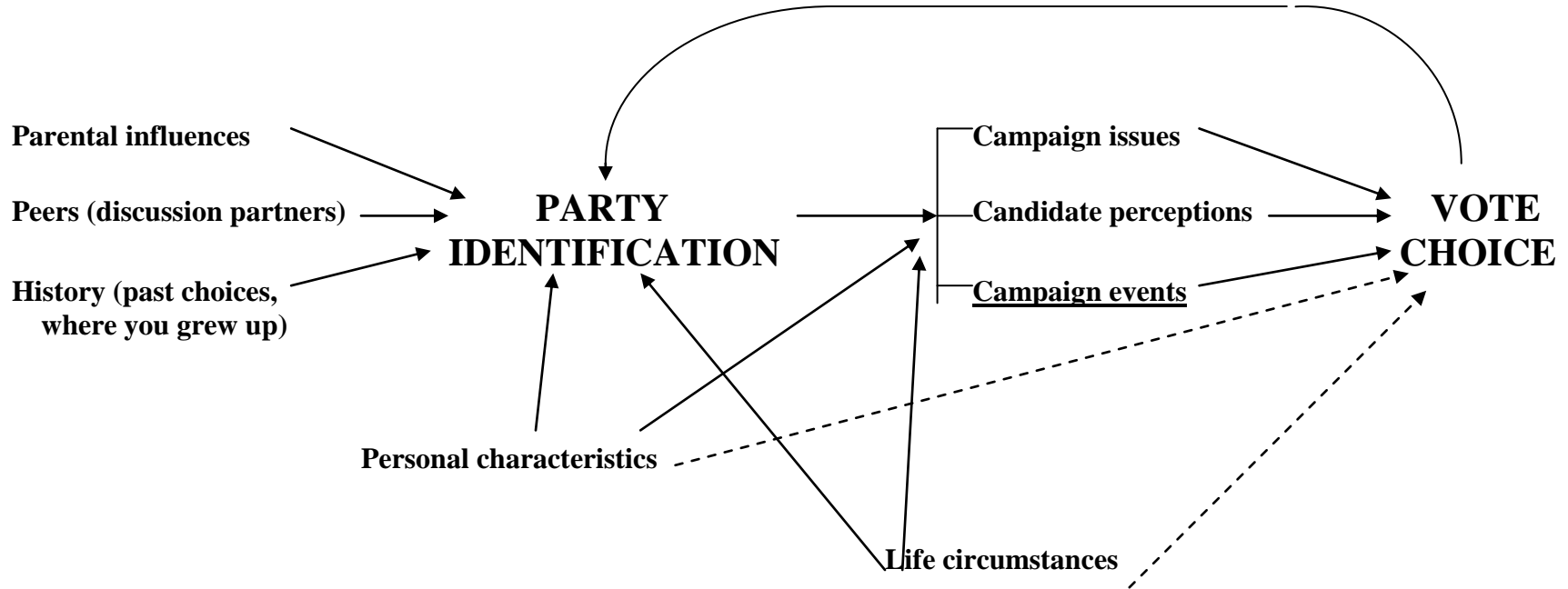


A STANDARD MODEL OF VOTE CHOICE



APPROACHES/EMPHASES:

The American Voter (1960) – Campbell et al.; party identification most important, groups not important

Voting (1954) – Berelson et al.; group attachments, region most important; cross pressures

Contextual approach (1980s, 1990s) – Wald, Huckfeldt & Sprague; combines the first two approaches; specifically asserts that group attachments affect how individuals acquire political information and how they interpret it