

Regime fatigue : a cognitive-psychological model for identifying a socialized negativity effect in U.S. Senatorial and Gubernatorial elections from 1960-2008

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Regime fatigue : a cognitive-psychological model for identifying a socialized negativity effect in U.S. Senatorial and Gubernatorial elections from 1960-2008

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Abstract:

This research project proposes to try to isolate and measure the influence of “regime fatigue” on gubernatorial elections and senatorial elections in the United States where there is no incumbent running. The research begins with a review of the negativity effect and its potential influence on schema-based impression forming by voters. Applicable literature on the topics of social clustering and homophily is then highlighted as it provides the vehicle through which the negativity effect disseminates across collections of socially-clustered individuals and ultimately contributes to changing tides of public opinion despite the fact that the political party identification can remain relatively fixed in the aggregate.

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