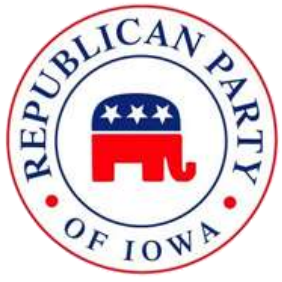


Don't Vote. Don't Complain.



Unit 2: Campaigns and Elections

Elections and How to Improve them



Election 2016:

Whether you voted or not, who did you support in this last election?

Who did your family members support?

Your friends?

Did all of these people support the same person you did?

Who, if anyone influenced your support in the election?

Who influences your values and beliefs?



Political Socialization

the process of how people form their political opinions, influenced by outside forces

The **family** is the strongest factor of political socialization, followed by the **media**.



Case Study: Alabama Politics

Who votes?

What does it take to win?

We're about to find out this unit:
BUT FIRST.....

What do these ads say about Alabama political culture and values?

How do they compare to Iowa voter's values?



<https://www.youtube.com/watch?v=HQdTgkY321s>

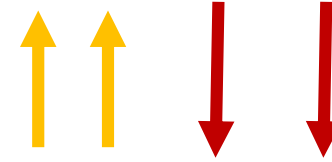


<https://youtu.be/FrLj0OsVxiE>

Who Votes?

Suffrage: the right to vote

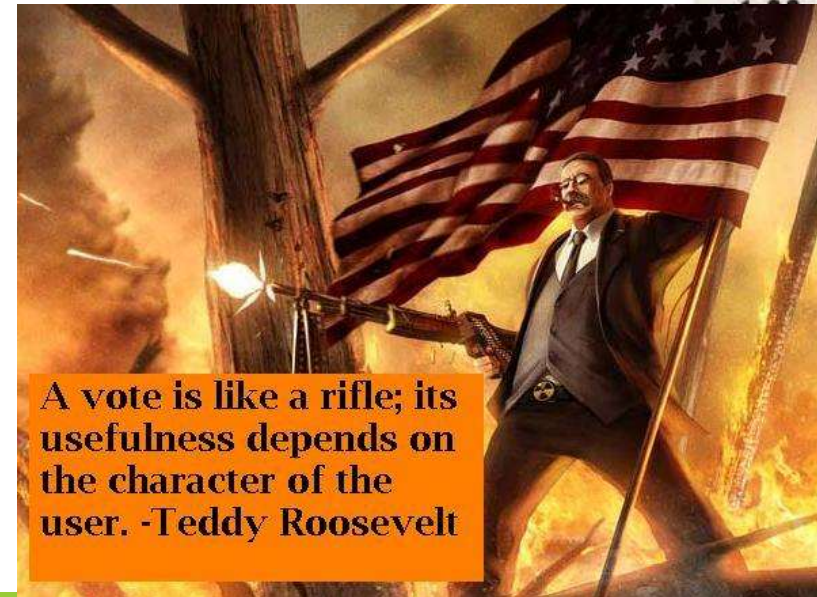
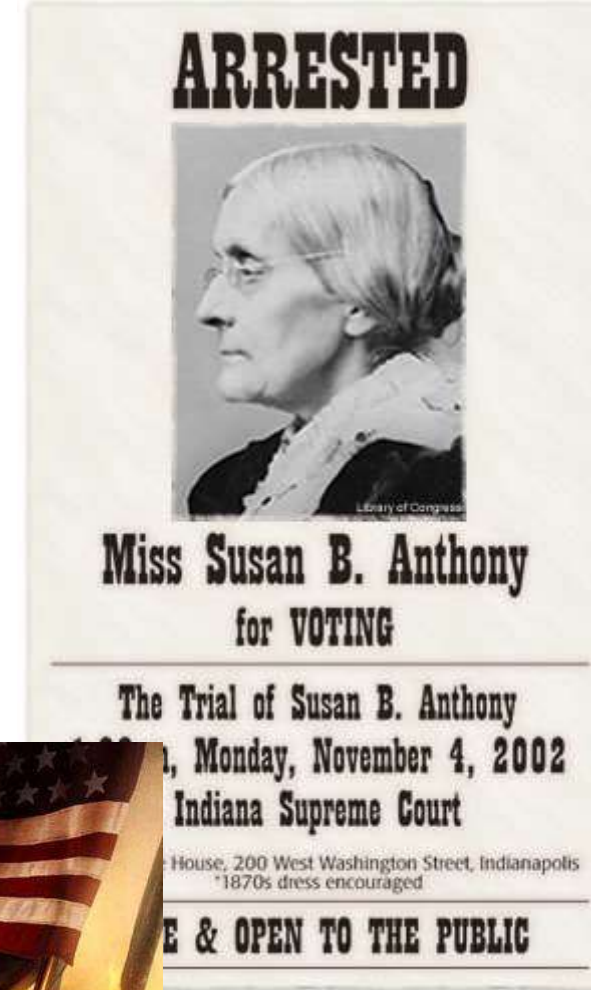
Link between education level and voting



Factors contributing to participation:

- Age (Older)
- Income (Upper)
- Education (Higher)
- Marital status (Married)
- Race (White)

<https://nyti.ms/2kdl9Fv>



A vote is like a rifle; its usefulness depends on the character of the user. -Teddy Roosevelt

Linkage Institutions: Connects people to the government

Ways to engage:

- Political Parties (declining)
- Interest Groups (increasing)
- Media (increasing)
- Elections



Check-In

1. Suffrage means _____.

- A. voting for the winner
- B. the right to vote
- C. having to pay a poll tax
- D. voting for the loser

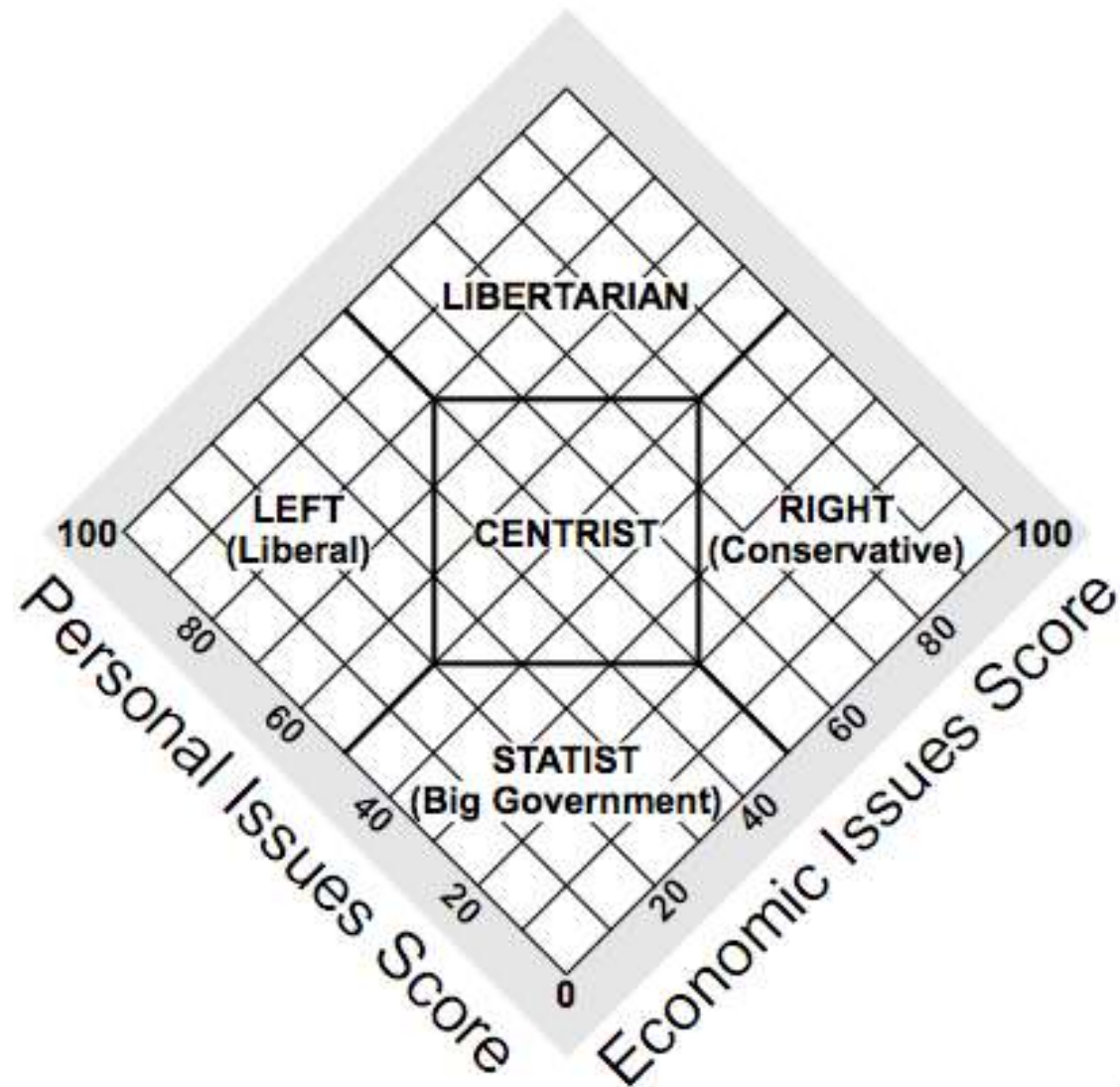
2. Which of the following is the **strongest** factor of political socialization?

- A. family
- B. friends
- C. teachers
- D. media

3. People with higher than average education are _____.

- A. more likely to vote than people of lower educational levels
- B. no more and no less likely to vote than people of lower educational levels
- C. much less likely to vote than people of lower educational levels

What is your political ideology?

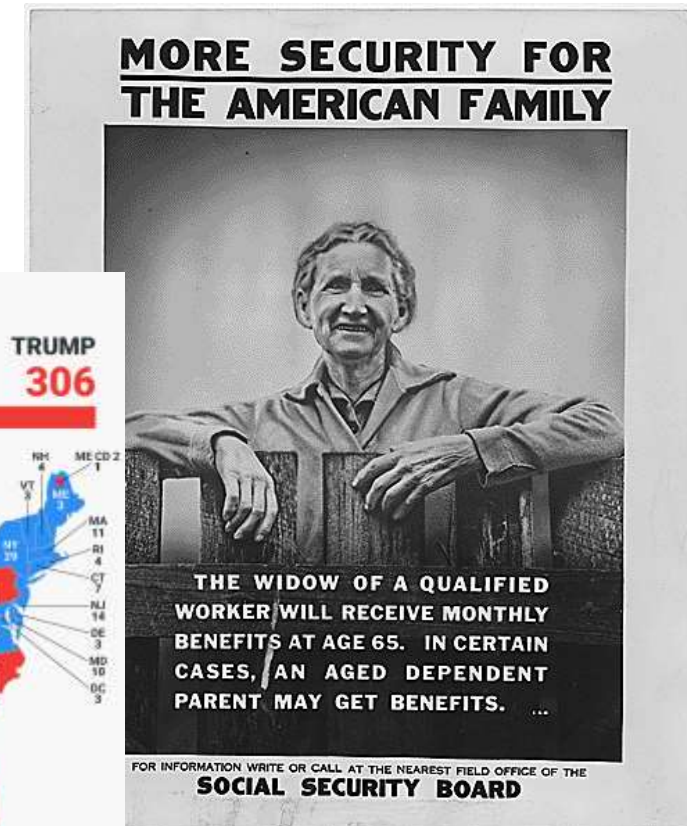
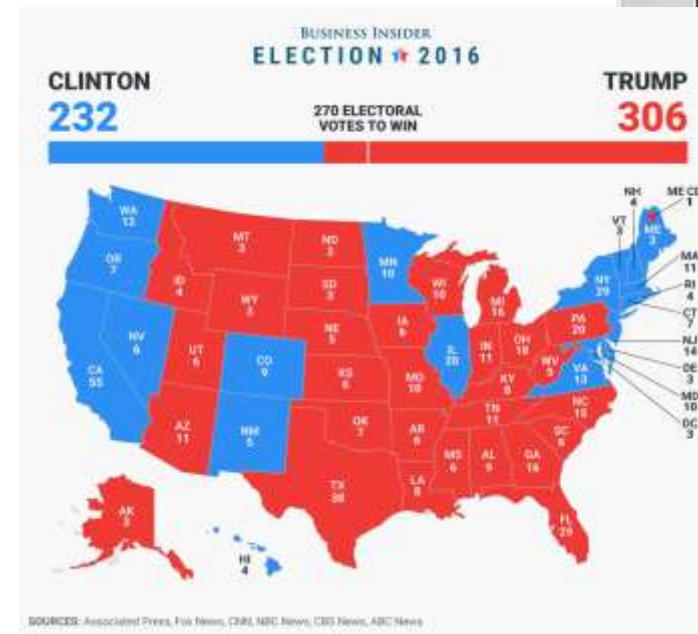
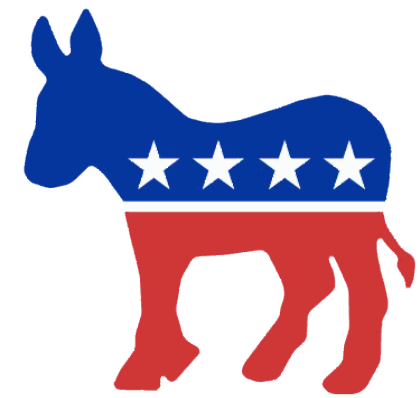


Political Ideologies. . .

Liberal/Democrat—

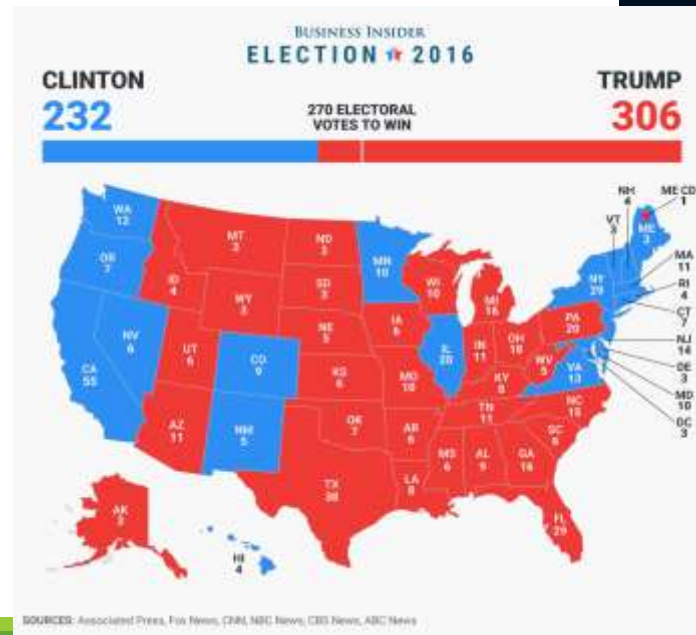
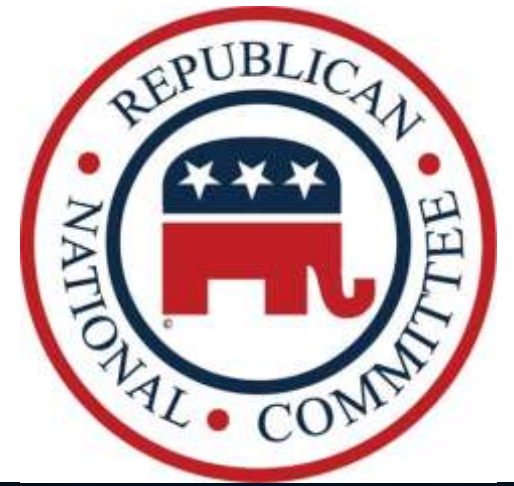
- Government is solution to society ills
- Promote equal opportunity, diversity
- Leans Left
- Blue States

“I will work hard to climb the ladder to success, but first I need the ladder”



Conservative/Republican

- G.O.P. : Grand Ole Party
- Limited Government
- Self-reliance/personal responsibility
“hand up but not hand out”
- Leans Right
- Red States



I AM A
CONSERVATIVE

We believe in:

- ★ PERSONAL RESPONSIBILITY
- ★ LOW TAXES
- ★ LIMITED GOVERNMENT

Moderate/Independent—in the middle

Majority of voters since 1970's

Millennials highest percentage of Independents

Which one are you?

Survey: Part II

