

**Author(s): Parker, Wayne D**

**Title: The Socionomic Perspective on Social Mood and Voting: Report on New Mood Measures in the 2006 ANES Pilot Study**

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**Author's Abstract:**

The research on U.S. voting behavior that the American National Election Studies (ANES) and its predecessor research groups have conducted for almost six decades has contributed vast amounts of knowledge to our understanding of why Americans vote as they do in national elections. At the same time, it is striking, when one looks back over the research reports from all these years, how predominantly the emphasis of this research has been on cognitive and rational thought processes of voters, to the relative neglect of affective and “less than fully rational” processes that affect voting behavior, whether voter turnout or candidate preference. While political scientists in general have not been completely one-sided in their focus (for useful overviews of studies concerning affective processes and voting behavior, see Abelson et al., 1982; Glaser and Salovey, 1998; and Marcus, 2000), there is still some validity to Marcus’ (2000, p. 221) complaint that “...a longstanding bias toward cognitive accounts has dominated the study of political judgment....” The current report offers a small contribution to the growing trend among ANES researchers to attempt to overcome that bias.