



Mobilizing Inclusion: Transforming the Electorate through Get-Out-the-Vote Campaigns (The Institution for Social and Policy St)

Lisa Garcia Bedolla, Melissa R. Michelson

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Which get-out-the-vote efforts actually succeed in ethnoracial communities—and why? Analyzing the results from hundreds of original experiments, the authors of this book offer a persuasive new theory to explain why some methods work while others don't.

Exploring and comparing a wide variety of efforts targeting ethnoracial voters, Lisa García Bedolla and Melissa R. Michelson present a new theoretical frame—the Social Cognition Model of voting, based on an individual's sense of civic identity—for understanding get-out-the-vote effectiveness. Their book will serve as a useful guide for political practitioners, for it offers concrete strategies to employ in developing future mobilization efforts.

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