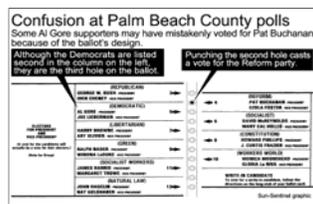


Voting and Elections

Module 6, Lecture 2

Voting

- Voting: scheduled mass input into government
- Constitution leaves voting rules to the states
 - See Article One, Section Two
 - Fifteenth Amendment nationalizes voting rights
 - Federal government didn't implement until 1965
- Most electoral rules still set at the local level



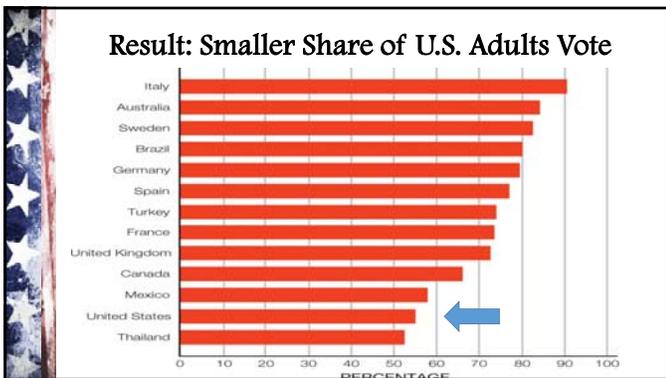
Local (county-level) design of ballots decided the outcome of a national election (2000)

Federal Electoral Reforms in the 20th and 21st Centuries

- Constitutional
 - 19th Amendment (1920)
 - 23rd Amendment (1961)
 - 24th Amendment (1964)
 - 26th Amendment (1971)
- Statutory
 - Voting Rights Act of 1965
 - National Voter Registration Act (Motor Voter) (1993)
- Presidential Advisory Commission on Election Integrity (2017)

Ongoing State Regulations

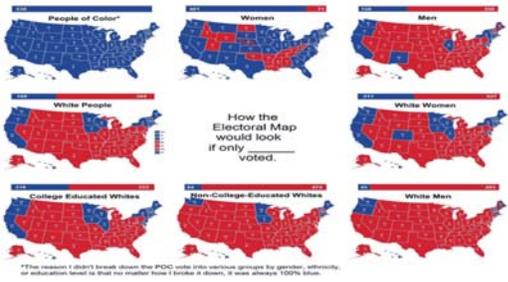
- Voter registration (in advance of election day)
- Until the 1960s, states often den the vote to many
 - African Americans
 - Women
 - Non-property owners
- And still do
 - Non-U.S. citizens
 - Convicts
 - Voter identification requirements
 - Expansion and contraction of “early” voting



Consequences of Restrictions to Ballot Access

- Group-based differences in voting
 - Advantages for
 - older
 - richer
 - better educated
 - white citizen adults
 - Partly explains the group-based differences in participation discussed in last lecture
- Advance voter registration
- A challenge to premises of pluralism

Case Study 2016 – What If?



People Vote Because They're Asked

- Different people more or less likely to be asked
- Aggregates to the group



The Campaign Over Time: From Person Power to Technology

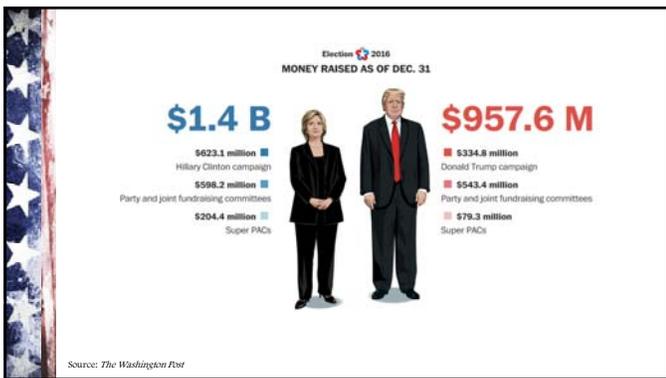
- 19th Century
 - Many campaign workers
 - Emphasis on get-out-the-vote
 - Low cost in dollars
- Late 20th Century
 - High costs/high technical sophistication
 - Advisers
 - Polling
 - Advertising
 - Lower mass involvement
 - Mobilization focused on those most likely to vote

Lessons from the Obama Campaigns

- Turnout can be increased
 - Outreach to citizens likely to vote nationally is traditional pattern
 - Supplemented by outreach to *low propensity* voters in “battleground” (competitive) states
 - Air war
 - Ground war
- Why not focus on low propensity voters nationally?
 - Time
 - Money

System Runs on Money: Campaign Finance

- Sources
 - Individual donors
 - Political Action Committees (PACs)
 - The candidates themselves
 - “Independent” spending
- Current system favors the wealthy and well-organized
 - Though PACs represent many diverse groups, the poorest in society are not represented
- Further evidence of an incomplete pluralism
- *Citizens United* and a new role for corporate money in elections
 - See “Colbert Super PAC - Not Coordinating with Stephen Colbert” and “Colbert Super PAC - Issue Ads”





In Sum

- Contradiction: participation necessary, but not automatic
- Constitution: states regulate voting, but 20th Century amendments expand eligible electorate
 - Electorate expanded, but many self-exclude
 - Today, most exclusion is voluntary, but disproportionately effects poor, young, and less educated
- Increasing importance of technology (and the money to pay for it) make campaigns more focused in their outreach
- Mass participation in decline
