Contents

Preface	ix
CHAPTER 1 Introduction	1
Our Story	3
CHAPTER 2 A Reputational Theory of Party Identification	
and Policy Reasoning	12
Premises	12
The Institutional Basis of Party-Centered Voting	13
Characteristics of Choice Sets in Politics	16
Reputational Reasoning and Candidate Positioning	23
CHAPTER 3 Lessons from a Sterile Downsian Environment	34
Issues of Identity	34
A Thought Experiment: Policy Reasoning in a Sterilized	
Downsian Space	36
The Downsian Experiment	37
Party and Partisanship in the Absence of Party	42
Lessons from a Sterile Downsian Environment	62
CHAPTER 4 The Electoral Logic of Party Reputations	64
The Errors-and-Bias Interpretation of Party Identification	64
The Canonical Theory of Party Identification	71
Programmatic Partisans and Reputational Premiums in Policy	
Reasoning	77
Candidate Positioning and the Reputational Premium:	
The Order Rule	79
Alternative Hypotheses on Candidate Positioning	82
Replication: The Order Rule	89
When Candidate Positions and Party Reputations Conflict	92
Caveat Lector	93

viii • Contents

CHAPTER 5 The Democratic Experiment: A Supply-Side Theory	
of Political Ideas and Institutions	95
A Reputational Theory of Party Identification and Policy	
Reasoning	96
A Party-Centered Supply-Side Approach to the Question of	
Citizen Competence	100
A Paradox: Citizen Competence and Partisan Reputation	104
Coda	109
Appendix A A Limit on the Influence of the Policy Reputations	
of Parties	110
Introduction	110
Reputations as Encoded Information	114
The Stickiness of Preferences	116
Can Parties Induce Polarization Spikes?	119
Replication	125
Precis	130
Appendix B Study Descriptions: General Description of	
Methodology	133
References	137
Index	143