

## CONTENTS

---

Preface to the English Edition | ix

Introduction | 3

### PART ONE Choosing and Voting

1. Voting: An Individual and Reasoned Choice | 15

What Electoral "Rationale"? | 15

Voting as a Nonrandom yet Nondetermined Choice | 16

Voting as an Individual Choice | 22

Voting as a Reasoned Choice | 26

2. Human Decision Making and Heuristics of Judgment | 32

The Study of Human Decision Making | 32

The Rational Choice Approach to Decision Making | 34

Heuristics and Biases Program | 37

Fast and Frugal Heuristics and Ecological Rationality | 46

3. Political Cognition, Sophistication, and Heuristics | 57

The Political Cognition Approach | 57

The Concept of Political Sophistication | 59

The Heterogeneity of Cognitive Processes | 63



Voting Heuristics	67
The Art of Making It Simple: Heuristics in the Social Sciences	73

## PART TWO The Cognitive Shortcuts of Italian Voters

4. The Heuristics of Italian Voters	79
Theoretical Framework and Research Hypotheses	79
The “Ecology” of the Italian Political System	85
Toward a Classification of Italian Voters	91
<i>Utilius</i> : The Spatial Voter	95
<i>Amicus</i> : The Sympathetic Voter	105
<i>Aliens</i> : The Voter “Innocent of Ideology”	112
The Typology of Political Heuristics	117
5. Who are <i>Utilius</i> , <i>Amicus</i> , <i>Aliens</i> , and <i>Medians</i> ?	122
Heuristics and Political Sophistication: a Cognitive Profile	123
Heuristics and Social-Contextual Factors: A Sociodemographic Profile	133
Voting Heuristics Rooted in Cognition and Political Culture	142
6. Systematic and Effective Voting Heuristics	157
Ideological Coherence in Issue Preferences	159
Ideological Coherence in Organizing Future Voting Preferences	166
Univocal Evaluations of Governmental Capacity	172
The Effectiveness of the Voting Typology	177

7. Heterogeneity of the Decision-Making Processes | 185

The Organization of the Elements of Choice | 186

*Utilius vs Aliens: Ideology Versus the*

“TV Remote” Effect | 194

*Amicus/Hostis: A Zero-Sum Game* | 200

8. Conclusions | 209

Results | 211

Outlines for Future Research | 216

FAQ: “Who Do They Vote For in the End?” | 223

REFERENCES | 229

INDEX | 249