CONTENTS

PREFACE ix

CHAPTER ONE
Expressive Choice and Mass Participation 3
  1.1 Approaching Noninstrumental Choice 5
  1.2 Methodological, But Not Ontological, Individualism 6
  1.3 Overview 8

PART ONE: THEORY 11

CHAPTER TWO
A Jukebox Model of Participation 13
  2.1 Claiming Popularity 16
  2.2 Horizontal Shielding of Fellow Participants 18
  2.3 Horizontal Shielding of Competing Producers 21
  2.4 Imposing a Cost of Participation 23
  2.5 Idiom versus Motivation 26
  2.6 Conclusion 27

CHAPTER THREE
Theoretical Frame 1: Choice and Doing 29
  3.1 Turnout 31
  3.2 Choice 36
  3.3 Responses to the Participation Paradox 40
  3.4 Preliminary Conclusion 47

CHAPTER FOUR
Theoretical Frame 2: Choice and Being 49
  4.1 Expressive Motivation and Symbolic Utility 50
  4.2 Operationalizing Expressive Choice 59
  4.3 Conclusion 62

PART TWO: ANALYSIS 65

CHAPTER FIVE
Soft Drinks and Presidents: The Rise of Expressive Campaigns 67
  5.1 Marketing and Campaigning 68
  5.2 Three Phases of Mass Appeals: Soft Drinks 74
  5.3 Three Phases of Mass Appeals: Presidents 79
  5.4 Shielding: The "Lemons" Problem 84
  5.5 Conclusion 87
CHAPTER SIX
Expressive Utility and Momentum  91
  6.1 The Model  92
  6.2 Heterogeneous Preferences and Turnout  105
  6.3 Discussion: Momentum  112
  6.4 Conclusion  117

CHAPTER SEVEN
Instrumental Enhancement and Its Expressive Costs  119
  7.1 Producer Interest and Producer Cost  121
  7.2 Raising Benefit  124
  7.3 Lowering Cost  126
  7.4 Analytical Effects  128
  7.5 Turnout and Negative Campaigning  130
  7.6 Supply Constraints  131
  7.7 Expressive Costs of Instrumental Enhancement  133
  7.8 Commodification  137
  7.9 Conclusion  139

CHAPTER EIGHT
Expressive Momentum Strategies  141
  8.1 Strategic Distortion of Participation Levels  142
  8.2 "Visible" Participation  143
  8.3 Expressive Essence  144
  8.4 Comparative Statics  145
  8.5 Nonequilibrium Optima and Groucho Equilibria  146
  8.6 The Cost of Inducing Marginal Participation  147
  8.7 Distortion Targets and Controlling Momentum  148
  8.8 Cost Constraints  150
  8.9 Profit Maximization versus Participant Maximization  152
  8.10 Composition of Utility  153
  8.11 Conclusion  156

Conclusion  159

REFERENCES  163

INDEX  171