Contents

List of tables and figures	page viii
Ртегасе	xiii
Introduction: major themes	1
The role of heuristics in political reasoning: a theory sketch	14
Values under pressure: AIDS and civil liberties	31
The principle-policy puzzle: the paradox of American racial	
attitudes	58
Reasoning chains	70
The likability heuristic	93
Democratic values and mass publics	120
Ideological reasoning	140
Information and electoral choice	164
Stability and change in party identification: presidential to	
off-years	179
The American dilemma: the role of law as a persuasive symbol	206
Ideology and issue persuasibility: dynamics of racial policy	
attitudes	223
The new racism and the American ethos	244
Retrospect and prospect	261
Notes	273
Bibliography	285
Subject index	299
Author index	305
	Preface Introduction: major themes The role of heuristics in political reasoning: a theory sketch Values under pressure: AIDS and civil liberties The principle-policy puzzle: the paradox of American racial attitudes Reasoning chains The likability heuristic Democratic values and mass publics Ideological reasoning Information and electoral choice Stability and change in party identification: presidential to off-years The American dilemma: the role of law as a persuasive symbol Ideology and issue persuasibility: dynamics of racial policy attitudes The new racism and the American ethos Retrospect and prospect Notes Bibliography Subject index