Contents

Introduction	What Didn't Happen	ix
Chapter 1	How Democrats Became Liberals	
	and Republicans Became Conservatives	1
Chapter 2	The Dixiecrat Dilemma	19
Chapter 3	Your Brain on Groups	49
Chapter 4	The Press Secretary in Your Mind	81
Chapter 5	Demographic Threat	103
	Interlude	135
Chapter 6	The Media Divide beyond Left-Right	139
Chapter 7	Post-Persuasion Elections	171
Chapter 8	When Bipartisanship Becomes Irrational	197
Chapter 9	The Difference between Democrats	
	and Republicans	225
Chapter 10	Managing Polarization—and Ourselves	249
	Acknowledgments	269
	Notes	273
	Index	297