

## The Political Battle of the Century

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The U.S. Presidential election during the Fall of 2008 was an historic event. For the first time in the history of the U.S., a black person (Barack Obama) and a female (Hillary Clinton, the wife of a former U.S. president - Bill Clinton) were vying for the Commander-In-Chief position in the U.S. In this case, however, these two individuals were seeking the nomination of the same party (i.e., the Democratic party). Obama won the party nomination. Obama selected Joe Biden, a Senator from Delaware, as his running mate for vice-president. Hillary remained a supporter of the party and of Barack Obama.

In the other corner were the Republican presidential candidate, John McCain, a Senator from Arizona, and his running mate for vice-president, Sarah Palin, the Governor of Alaska. George W. Bush, whose term as President was coming to an end, supported these two candidate choices of his party.

You have been hired by one of the political parties to explain and analyze the process of decision making by the U.S. voters for the 2008 Presidential election. Use the following concepts, theories, and models to explain what is going on. Since a number of the areas are inter-related, you can integrate the discussion, where appropriate. Graphically explain what you are presenting, if it would help. Do not consider the post-election situation.

### Questions:

1. Attitude-to-Behavior Model (attitude → preference → intention → behavior). Don't forget to address the components of attitude.
2. The Decision-Stages and Intervening Information Processes Model. Explain what happens at each level of this consumer-problem model.
3. Attitude formation and decision making based on each of the following attitude models:
  - unweighted and weighted expectancy-value models
  - unweighted and weighted ideal-point models
  - dominance model
  - conjunctive model
  - disjunctive model
  - lexicographic model, and
  - semi-lexicographic model

4. Evaluative criteria.
5. From a conceptual point-of-view, explain how one would go about attempting to achieve and to prevent attitude change.
6. Level of involvement (enduring and situation), including assimilation and contrast effects, latitude of acceptance (evoked set), latitude of non-commitment (inert set), and latitude of rejection (inept set).
7. Explain how attitudinal and behavioral brand (party) loyalty applies.
8. The following three people are involved in this relationship: George W. Bush, John McCain, and Barack Obama. Explain the nature of the expected relationships using Balance Theory.
9. The following three people are involved in this relationship: a voter, John McCain, and Barack Obama. Explain the nature of the expected relationships using Balance Theory.
10. The following three people are involved in this relationship: a voter, John McCain, and Sarah Palin. Explain the nature of the expected relationships using Balance Theory.
11. The following three people are involved in this relationship: Hillary Clinton, Barack Obama, and John McCain. Explain the nature of the expected relationships using Balance Theory.
12. Explain how each of the following types of motivational conflicts could apply to a voter's decision to vote for one of the presidential candidates (i.e., McCain vs. Obama): [1] Approach-Approach, [2] Approach-Avoidance, and [3] Avoidance-Avoidance.
13. Explain how each of the following types of motivational conflicts could apply to a voter's decision to vote for one of the presidential candidate teams (i.e., Obama-Biden vs. McCain-Palin): [1] Approach-Approach, [2] Approach-Avoidance, and [3] Avoidance-Avoidance.