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Popkin. 1994. The reasoning voter: Communication and persuasion in presidential campaigns. 2d edition. Chicago: University Of Chicago Press.

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The Reasoning Voter: Communication and Persuasion in Presidential Campaigns. Chicago: University of Chicago Press. Google Scholar Lupia Arthur

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Word of the Day: Low Information Voter Low information voter - Wikipedia, the free encyclopedia American pollster and political scientist Samuel Popkin coined the

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