

# Theories of Learning

- Last week:
  - campaign finance
  - nominations and candidate selection
- The marketing of candidates
  - how do people learn from signals?
  - who collects information about politics?

# What are the major influences on selection of nominees and how have they changed over time?

- campaign finance regulation
  - hard money vs. soft/independent money
  - government subsidy vs. going alone
- party interests and popular preferences
  - nominating conventions
  - primary elections and selection of delegates
    - campaign dynamics
- media structure and communications costs

# Campaigns and voting

- What are campaigns for?
  - getting out the vote: activating and mobilizing high-probability supporters
  - persuasion: informing undecided voters about the alternatives
- The first goal has little to do with learning or persuasion; the second has a lot to do with both
- How do we *learn* from others?