Chapter 4

1. Which of the following strategies is typically employed by *challengers* in congressional races?

\*a. Invoking wedge issues

b. Stressing partisan loyalty

c. Sponsoring drives to increase voter turnout

d. Underscoring longstanding partisan values

2. Which of the following strategies is typically employed by *incumbents* in congressional races?

\*a. Sponsor get-out-the-vote drives

b. Downplay partisan differences

c. Highlight personalities

d. Exploit factional splits in the majority party

3. According to Paul Herrnson, candidates must wage two campaigns. What are these two campaigns?

a. Constituents and Voters

b. Safe Seats and Competitive Seats

\*c. Money and Votes

d. Democrats and Republicans

4. Which of the following is an example of a campaign activity taking place in “the parallel campaign”?

a. A member of Congress splits time between fundraising and legislative activities.

\*b. A Super PAC buys ad time criticizing a candidate for their views on abortion

c. A candidate goes door-to-door to speak with voters directly

d. Volunteers for a campaign make calls from a phone bank to take a push poll

5. What was the Supreme Court’s holding in *Buckley v. Valeo* (1976)?

a. Campaign speech is protected by the First Amendment even if it is misleading or false

b. Limits were placed on the amount of time members can spend campaigning while in office

c. Campaign ads must be truthful or candidates will be responsible for stiff fines

\*d. Campaign contributions and spending are considered free speech protected by the First Amendment

6. From which of the following sources does the majority of House and Senate campaign money come?

\*a. Individuals

b. PACs

c. Political parties

d. Personal or family fortunes

7. Which of the following individuals or groups can contribute *unlimited* funds to a congressional campaign?

a. No individual or group can contribute unlimited funds

\*b. Family members of the candidate

c. Political parties

d. PACs

8. Which of the following explains why there is a negative correlation between campaign fundraising and electoral success for incumbents?

a. FEC rules require this pattern of fundraising and spending

b. Challengers tend to have less name recognition, meaning their early spending is more cost-effective

\*c. Vulnerable incumbents tend to ramp up fundraising, while safe incumbents need not spend as much time fundraising

d. Incumbents hope to scare off high-quality opponents by overspending

9. Which of the following strategies is an example of a negative campaign technique?

a. A TV ad focusing on campaign themes

b. Newsletters

c. Door-to-door canvassing

\*d. A push poll

10. Which of the following is a legal barrier to voting that may decrease voter turnout?

a. Elections held on weekdays may be inconvenient to make voters

\*b. Citizens must take the initiative to register to vote

c. Winner-take-all elections may discourage voters who prefer a minor party

d. Turnout among young people is estimated to be less than 25%

11. Which of the following strategies is an example of “pressing the flesh”?

\*a. Walking tours

b. Internet ads

c. Push polls

d. “Oppo” research

12. What is the most common way that voters decide on who to vote for in a particular election?

a. TV ads

\*b. Party loyalty

c. Social media

d. Attack ads

13. Which of the following groups is least likely to turn out to vote?

a. Republicans

b. Democrats

\*c. Independents

d. Partisan leaners

14. What is the “gender gap” in congressional voting?

a. Women are more likely than men to watch TV ads

b. Women are more likely than men to run for the U.S. House

c. Women are more likely than men to turn out to vote in midterm elections

\*d. Women are more likely than men to vote for the Democratic candidate

15. Which of the following is an example of issue uptake?

\*a. A challenger raises the issue of immigration during a campaign, and the incumbent later sponsors immigration reform

b. Gun rights activists organize around defeating an assault ban and make independent expenditures in several congressional races

c. A challenger runs negative campaign ads aimed at a single vote taken by a Senator on campaign finance

d. A candidate identifies single issue voters in her district and runs a campaign ad targeted at those voters

16. Incoming members of Congress are expected to spend about half their time on fundraising and other campaign-related activities.

\*a. True

b. False

17. Wealthy individuals are much more likely to turn out to vote than are poor individuals.

\*a. True

b. False

18. According to “balance theory,” midterm loss is explained by voters who hold the president’s party responsible for unpopular policies.

a. True

\*b. False

19. The Republican party tends to find its highest levels of support in urban areas.

a. True

\*b. False

20. The Supreme Court case *Buckley v. Valeo* held that campaign contributions and spending are considered free speech.

\*a. True

b. False

21. PACs may raise campaign money but are not permitted to donate it directly to candidates.

a. True

\*b. False

22. At least 90% of voters who identify with a major party will vote for that party’s candidate for Congress.

\*a. True

b. False

23. Most people who claim to be independents are “closet” partisans who lean toward one party and share most of the attitudes and behaviors of partisans.

\*a. True

b. False

24. Despite the large amount of money spent on congressional campaigns, candidates often have little direct control over a substantial portion of these funds.

\*a. True

b. False

25. Challengers typically raise more money in congressional races than do incumbents.

a. True

\*b. False

26. Candidates are required by law to spend all campaign funds raised in a given electoral cycle on their own campaigns.

a. True

\*b. False

27. Political science research shows that negative campaign ads are ineffective, despite their popularity.

a. True

\*b. False

28. Face-to-face campaign strategies are more effective than television ads.

\*a. True

b. False

29. More people vote in presidential elections than in midterm elections.

\*a. True

b. False

30. Presidential “coattails” describes the idea that fundraising tends to be lower in presidential election years.

a. True

\*b. False

31. How do incumbent and challenger strategies differ in congressional campaigns?

\*a. Answers Vary

@Incumbents will typically stress party loyalty and partisan values, while challengers may try to downplay partisan differences and exploit factional splits in the majority party. Incumbents are typically helped by higher voter turnout, so may sponsor GOTV drives. Finally, challengers may try to highlight personality or other personal characteristics that are less tied to party.

32. What is meant by “framing a campaign”? Give a specific example.

\*a. Answers Vary

@Framing a campaign is a strategy used in campaigns to set the agenda. The goal is to shift voter attention to issues favoring the candidate rather than persuading voters to change their opinions. There are several examples in the text, such as “The incumbent has been in office for 12 years; it’s time for a change.”

33. Why do incumbents have an advantage in congressional elections?

\*a. Answers Vary

@Students could identify/explain multiple factors from the text, including a fundraising advantage, higher name recognition, more methods of gaining support (i.e., speeches, newsletters, staff assistance, constituency service, press coverage), greater visibility, higher levels of contact with voters, perquisites of office, and the fact that high-quality challengers may strategically choose not to enter races against incumbents.

34. How has partisan identification and voting behavior changed since the 1950s?

\*a. Answers Vary

@Party loyalty declined between 1950 and 1980, with less voters strongly identifying with a party, and those who did often voting for the other party. Increasing numbers of voters split their ticket between the two major parties. However, as white Southern conservatives have sorted into the Republican parties, voters realigned and party attachment and loyalty grew. Today, few partisans defect from the party ticket for Congress and the Presidency.

35. What are the advantages of close contact campaign strategies compared to mass media appeals?

\*a. Answers Vary

@One-on-one and other close contact strategies have a number of advantages. First, these appeals are more effective at persuading voters and convincing potential voters to show up at the polls. These strategies are also generally less expensive and require less financial resources.

36. What is the impact of negative ads on congressional campaigns?

\*a. Answers Vary

@Research shows that these ads can have an impact on campaigns. They tend to increase information among voters. And, although no ads have much of an impact on strong partisans who have already made up their mind, negative ads can influence independent and low-information voters.

37. What is “outside money” and how does it differ from other campaign spending?

\*a. Answers Vary

@Outside money is defined as campaign expenditures made by party committees or other groups not directly under the candidate’s control. In general, outside money is much less tightly regulated than campaign spending by the candidate’s campaign.

38. What impact has *Citizens United* had on independent expenditures in congressional campaigns?

\*a. Answers Vary

@*Citizens United* has allowed for the creation and growth of Super PACs, which can spend unlimited expenditures on campaign activities as long as they do not contribute directly to campaigns or coordinate with those campaigns. In practice, they are not subject to stringent reporting or disclosure requirements that other political groups are.

39. Why does it tend to be easier for incumbents to raise money for their campaigns, opposed to challengers?

\*a. Answers Vary

@Contributors tend to see incumbents as better investments because they have a higher chance of reelection. If they hope to use donations to gain access to office holders down the road, then incumbents offer them the best chance of actually getting into office. Additionally, incumbents are more likely to have the name recognition and connections necessary to raise funds.

40. Is fundraising related to electoral success in congressional campaigns?

\*a. Answers Vary

@This differs for challengers and incumbents. Fundraising levels are less related to success for incumbents, and in fact the correlation is negative. In part, this is because vulnerable incumbents know they must raise more money to survive and thus ramp up fundraising efforts. In contrast, a secure incumbent may not need to spend so much time on fundraising. In contrast, fundraising levels are associated with higher rates of electoral success for challengers, in part because a highly skilled challenger with a good shot of winning will have better luck attracting donors and convincing them that they are a good investment.

41. Why might an incumbent raise more money than they need to win at the ballot box?

\*a. Answers Vary

@Incumbents often have strategic purposes for fundraising beyond winning the next election. Three main strategies encourage overraising/overspending (students should list two for full credit). First, a large campaign “war chest” may discourage opponents from even entering the race. Other members may raise money and then distribute it to other party members, especially if they have ambitions to become party leaders. Finally, incumbents might overspend to try and achieve a higher vote margin in hopes that this will boost a future campaign for higher office.

42. Compare the benefits and disadvantages of the major campaign strategies. Suppose you are an incumbent House member in a small, rural district that leans slightly toward the opposite party. Which strategies would you invest in and why?

\*a. Answers Vary

@Students should describe mass media, close contact/‟pressing the flesh”, and GOTV strategies and discuss their advantages and disadvantages. They could make various cases for the best strategies for their district, but certainly would want to address the importance of face-to-face and possibly first-name-basis contact with constituents that downplays partisanship.

43. Political scientists have identified several reasons for low voting participation in the United States. Outline their major theories and explain which you find most convincing and why.

\*a. Answers Vary

@Students should identify most of the theories outlined in the text (demographic, legal barriers, electoral arrangements, biased election administration, and citizen disaffectation) and carefully explain the logic behind each. They should make an argument for which explanation they find most convincing and make a case for their choice.

44. What explains the pattern of midterm loss? Be sure to discuss the three major political science theories and consider their strengths and weaknesses in making your argument.

\*a. Answers Vary

@Students should identify surge and decline, referendum, and balance theories of midterm loss and discuss the strengths and weakness of these theories. They should make an argument for which theory (or combination) best explains the pattern of midterm loss.

45. Select a recent House or Senate campaign. Use http://opensecrets.org to find out who donated money to each candidate’s campaign. Use news sources to identify information on campaigns strategies and possible outside funding/parallel campaign activity. Use this information to make an argument about how candidates crafted their campaign strategies given their resources and the surrounding political environment. Do you believe campaign funding and strategies made a major difference in this race, or were other factors (such as the underlying partisanship of the district) more important? If you had been one of the candidates, how would you have made different strategic choices and why?

\*a. Answers Vary

@Students should provide an analysis of campaign funding and strategy based on researching both candidates. They should carefully consider both campaign and other political factors in the outcome of the race and make a clear argument as to which was more important in this particular race. They should reference concepts from the text in making their case.