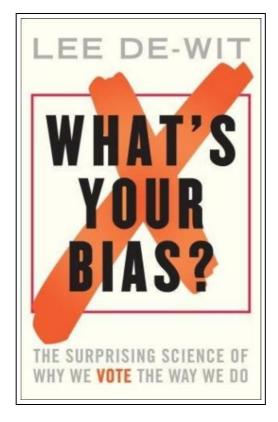
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Elliott Thompson Limited, United Kingdom, 2018. Hardback. Condition: New. Language: English . Brand New Book. Why do we vote the way we do?; Pundits, pollsters and politicians are queuing up to tell us, but do they really know? More importantly, do we really know?; Psychologists have been studying how we make political decisions for years, and the truth is we re a lot less rational than we think we are; sometimes we vote for reasons we re not even consciously aware of; Delving into the science and psychology of politics, What's Your Bias? gets under the skin to reveal what really drives us - whichever way we vote. In this absorbing book, psychologist and neuroscientist Lee de-Wit explores the subtle - and often surprising - factors that could be influencing our votes, from our personality traits and unconscious biases to our susceptibility to campaign targeting and fake news.; Whether we re debating nationalism, immigration, welfare or equality, psychology can help us to better understand the decisions we make in modern politics. If you want to know more about yourself, your friends and family, or the bigger political picture, this is essential reading.



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