

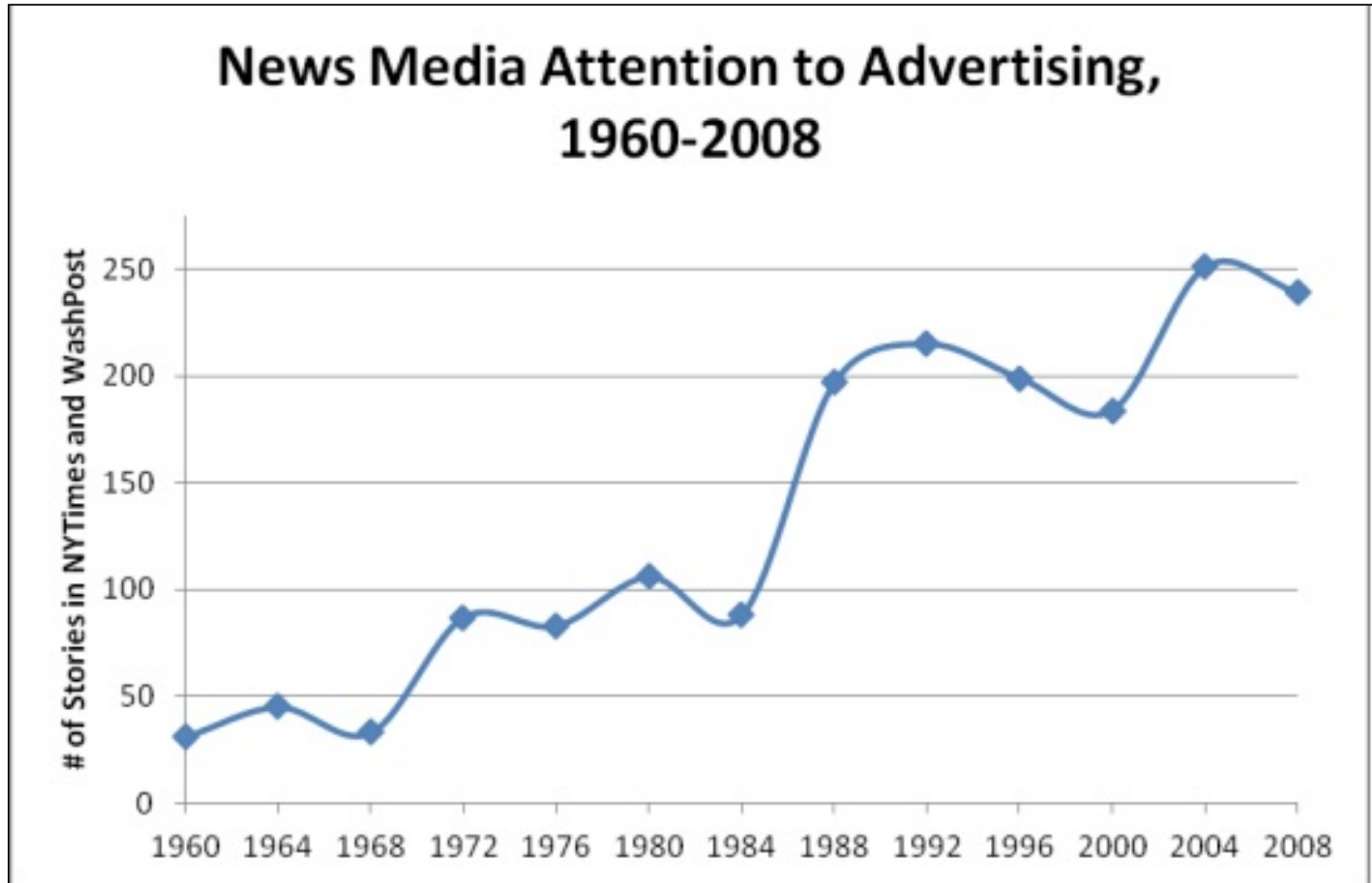
Ads, Information and Voter Turnout

Yanna Krupnikov

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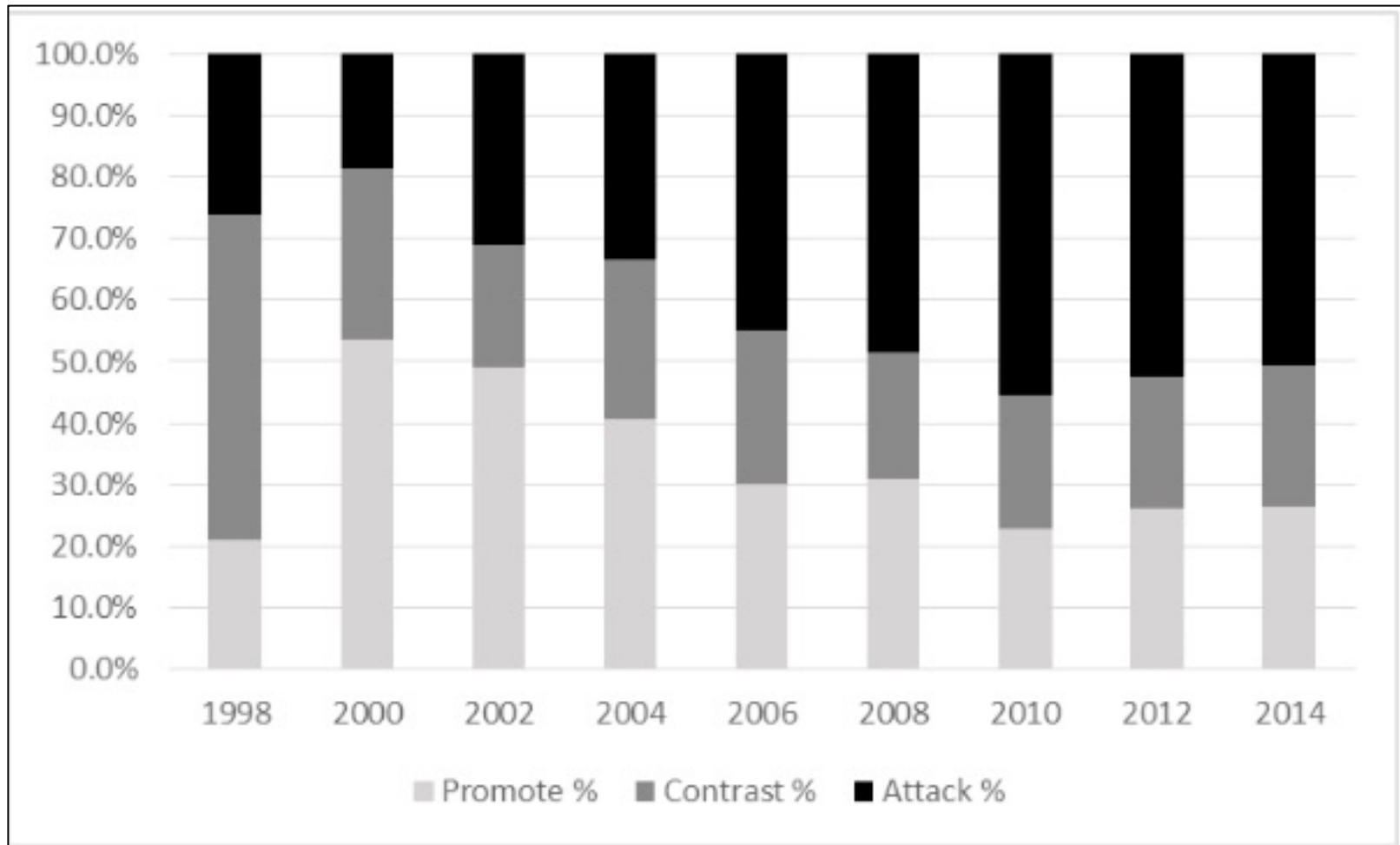
Stony Brook University

Attention to Advertising



Geer 2012

Content of Advertising



Candidate-focused ads, Fowler and Ridout, 2014

Who is most likely to be “moved” by ads?

Weak Ties

Weak Preferences

People who aren't expecting it

Can campaigns ads *demobilize* people?

Negative ads

Timing

Fear

Can campaigns ads mobilize people?

Informational

Ease of Choice

Enthusiasm

Implications and Directions?

Effect of Sponsor?

Candidate Characteristics?