

**FOUNDATION FOR THE ADVANCEMENT
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FABBS

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SCIENCE CAFE

Elections: How Voters Really Think and Feel

As the country gears up for the next presidential election, we all speculate on who will win – and why. Does it matter if the candidate is male or female, minority or majority, attractive or not—or whether the country simply wants change?

This science café will address these questions and more as Professors [Eugene Borgida, PhD](#) (University of Minnesota) and [Alexander Todorov, PhD](#) (Princeton University) bring their expertise to bear on these hot-button issues.

The cafe will begin with Dr. Borgida providing an overview of some critical variables identified by political psychologists that influence whom we decide to vote for in electoral contexts. For example, Dr. Borgida will review the conditions under which self-interest vs. values play a role in political decision making. In addition, he will discuss the

ways in which gender, race, and experience influence voter preferences.

Do you think appearance matters to a candidate's success? Despite the adage "don't judge a book by its cover," people rapidly and effortlessly form personality impressions from facial appearance. Dr. Todorov will show that such impressions form within a single glance at a face. People spontaneously categorize faces on social dimensions. Applying this research to political elections, he will show how judgments of competence—based solely on facial appearance—predict the outcomes of both Senate and gubernatorial elections.

Following these lectures, a substantial Question and Answer period will bring the audience into the discussion of the data presented that night. So come to the event with your own ideas, and get ready for an informative and exciting evening!



DATE

October 24, 2007

6:30pm

Doors open at 6:00pm

LOCATION

National Press Club
529 14th Street, NW
13th Floor Ballroom
Washington, DC

Metro Center Station

ADMISSION

**Free with RSVP,
includes light
refreshments**

SPEAKERS

Eugene Borgida, PhD

*University of Minnesota
Professor of Psychology and Law,
Morse-Alumni Distinguished
Teaching Professor, Adjunct
Professor of Political Science*

Alexander Todorov, PhD

*Princeton University
Assistant Professor of Psychology
and Public Affairs, Woodrow
Wilson School of Public and In-
ternational Affairs*

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