

Accepted Manuscript

Reassessing the structure of presidential character

Scott Clifford

PII: S0261-3794(17)30187-7

DOI: [10.1016/j.electstud.2018.04.006](https://doi.org/10.1016/j.electstud.2018.04.006)

Reference: JELS 1916

To appear in: *Electoral Studies*

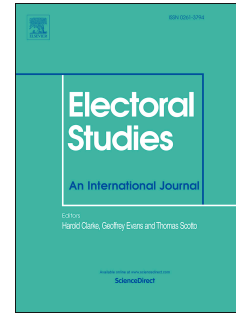
Received Date: 10 April 2017

Revised Date: 4 April 2018

Accepted Date: 15 April 2018

Please cite this article as: Clifford, S., Reassessing the structure of presidential character, *Electoral Studies* (2018), doi: 10.1016/j.electstud.2018.04.006.

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



Reassessing the Structure of Presidential Character

Scott Clifford
Assistant Professor
University of Houston
3551 Cullen Boulevard Room 447
Houston, TX 77204
United States
sclifford@uh.edu

Abstract. Perceptions of politicians' character traits have played a central role in models of candidate evaluation, yet researchers often rely on different definitions and measures of trait concepts, leading to conflicting findings. I argue, first, that research examining warmth conflates sociability and morality, but the public cares much more about the latter. Second, drawing on moral psychology, I argue for five aspects of moral character. However, just as people vary in their beliefs about right and wrong, they also vary in their views on what makes a good person. Across two studies, I show that moral character is more important than sociability in the minds of voters. Next, I provide evidence for the utility of five dimensions of moral character that are linked to the public's moral beliefs, making them politically divisive. Overall, these findings lend new insight into the role of trait perceptions.

Download English Version:

<https://daneshyari.com/en/article/7463134>

Download Persian Version:

<https://daneshyari.com/article/7463134>

[Daneshyari.com](https://daneshyari.com)