

Cambridge University Press

978-1-107-10289-7 - Hacking the Electorate: How Campaigns Perceive Voters

Eitan D. Hersh

Copyright Information

[More information](#)

---

# Hacking the Electorate

## *How Campaigns Perceive Voters*

EITAN D. HERSH

*Yale University*



CAMBRIDGE  
UNIVERSITY PRESS

Cambridge University Press  
978-1-107-10289-7 - Hacking the Electorate: How Campaigns Perceive Voters  
Eitan D. Hersh  
Copyright Information  
[More information](#)

CAMBRIDGE  
UNIVERSITY PRESS

32 Avenue of the Americas, New York, NY 10013-2473, USA

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

[www.cambridge.org](http://www.cambridge.org)

Information on this title: [www.cambridge.org/9781107501164](http://www.cambridge.org/9781107501164)

© Eitan D. Hersh 2015

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2015

Printed in the United States of America

*A catalog record for this publication is available from the British Library.*

*Library of Congress Cataloging in Publication Data*

Hersh, Eitan D.

Hacking the electorate : how campaigns perceive voters / Eitan D. Hersh.  
pages    cm

Includes bibliographical references and index.

ISBN 978-1-107-10289-7 (hardback) – ISBN 978-1-107-50116-4 (paperback)

1. Campaign management – United States.    2. Political campaigns – United States.  
3. Voting – United States.    I. Title.

JK2281.H46    2015

324.70973-dc23    2014046688

ISBN 978-1-107-10289-7 Hardback

ISBN 978-1-107-50116-4 Paperback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party Internet Web sites referred to in this publication and does not guarantee that any content on such Web sites is, or will remain, accurate or appropriate.