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#### WHEN POLITICS BECOMES PERSONAL

Can we be good partisans without demonizing our political opponents? Using insights from political science and social psychology, this book argues for the distinction between positive and negative partisanship – with significant implications: Strong support for a political party does not have to be accompanied by the vilification of the opposing party and its members. Utilizing data from five different countries, Alexa Bankert demonstrates that positive and negative partisanship are independent concepts with distinct consequences for political behavior, including citizens' political participation and their commitment to democratic norms and values. The book concludes with the hopeful message that partisanship is an essential pillar of representative and liberal democracy.

Alexa Bankert is Assistant Professor in the Department of Political Science at the University of Georgia. Her work has appeared in peer-reviewed journals such as the *Journal of Politics*, *Political Psychology*, and *Political Behavior*. She is the recipient of several awards, including the *Distinguished Junior Scholars Award*, given by the Political Psychology Section of the American Political Science Association.

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Alexa Bankert  
*University of Georgia*



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*To Brandon, who reminds me every day that happiness is life's  
greatest accomplishment.*

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