I. Untitled introduction: legendary close elections and defections from party identification based on political ideology
Box 6.1, pp. 167-68
A. Post New-Deal realignment elections (short-term forces stronger than party id)
   1. 1948: Strom Thurmond & Henry Wallace defectors
   2. 1960: major-party defectors
   3. 1968: George Wallace defectors
   4. 2000: Ralph Nader defectors & major-party defectors
B. Golden-age of parties: straight-ticket voting with few defectors (party id stronger than short-term forces)

II. The importance of party identification
A. Models of voting
   1. Class voting: sociologists at Columbia University
      Bernard Berelson & Paul Lazarsfeld, The People’s Choice (1940) and Voting (1948)
   2. Rational-choice voting: political economists at the University of Chicago
      Anthony Downs, An Economic Theory of Democracy (1957)
   3. Party voting: political psychologists at University of Michigan
      Angus Campbell, Philip Converse, Warren Miller, and Donald Stokes, The American Voter (1960)
   4. Issue & candidate voting: various political scientists
      V. O. Key, Jr., The Responsible Electorate (1963)
B. Measuring party identification
   1. Seven-point scale
   2. Three-point scale
C. Useful web sites:
   1. CNN/All Politics: http://www.cnn.com/ALLPOLITICS/
   2. Politics: http://4politics.com/
   5. E-Vote http://evote.com
   7. Politics1 http://politics1.com
D. Is party identification obsolete?
   1. White & Shea say yes
   2. Hershey & Beck say no

III. The making of an idea: party realignment
A. V. O. Key, Jr. and party realignment
   1. Critical realignments - sudden
   2. Secular realignments - gradual
   1. 1789
   2. 1824
   3. 1860
   4. 1896
   5. 1932
C. Party realignment: the death of a concept?
   1. The New-Deal partisan realignment was one of a kind, not likely to be repeated in an era of issue and candidate-centered voting – Everett Ladd & David Mayhew  
      Box 6.3, p. 184
   2. The 1960s dealignment doesn’t preclude a later partisan realignment, Richard Dawson
   3. Rolling realignments (with 4 stages) are a better fit for the new Information Age, John Kenneth White & Richard Wirthlin
      a. Changes in the party issue agenda
      b. Changes in party identification (from the old party id to independent id to the new party id)
      c. Changes in party registrations
      d. Changes in party voting at the bottom of the ballot (where party id is most influential over vote choice)

IV. Where are the voters going?
   A. The end of the New Deal coalition  Table 6.1, p. 187; Box 6.3, p. 190
   B. Here come the ticket-splitters
   C. Party coalitions during the George W. Bush era  Table 6.2, p. 189; Table 6.4 - 6.6, pp. 191-92
   D. The gender gap  Table 6.7, p. 193
   E. Divided government

V. What’s left for the parties?