



INTRODUCTION

The American Political system largely assumes that voters make choices based on rational assessment of policy and the candidate's traits. However, numerous flaws with this ideology have been pointed out within the field of political science. In order to make the American political system function at a high level voters need to remove the biases that bring them away from the rational actor ideal. (Airely) First voters must know what biases threaten to alter their judgement, one potential bias is asymmetrical dominance. In order to determine if asymmetric dominance effects voting patterns, I have administered a survey and a mock ballot to determine if voting patterns are affected by asymmetric dominance.

BACKGROUND AND SIGNIFICANCE

Political science research is generally important to the public who may wish to know the mechanics of their own votes to decrease their bias. Previous Research Behavioral economics' theory of asymmetrical dominance views people as making choices based on psychological principles rather than assumptions, such as the rational actor assumption (Sedikides). Recent research on asymmetric dominance includes that of Dan Ariely which shows that people are more likely to buy a good when there is a comparable, but inferior good to base the first goods worth on. Kaisa Herne expanded this concept by studying policy decisions of individuals under the effect of asymmetric domination. However, her research is lacking. Politics is not just policy decisions. Voting patterns are also key to understanding how asymmetric domination affects politics. As such, this paper is limited since it doesn't not study whether elections are subject to the same rules of Asymmetric dominance. Whereas this paper goes into more details about the effects of asymmetrical dominance on who gets elected.

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RESEARCH METHODOLOGIES

AAR Survey Political Choices	
This survey is the first part of a two part experiment studying how people decide which candidates to vote for in an election. This survey is an attempt to get a sense for what policy is important to you. After completing this survey, I will send you a mock ballot based on the responses I receive from this survey. The mock ballot will try to gauge how people decide who to elect based on controlled experimentation with simple psychological principals. There is no right or wrong answer. No information from this survey will be disclosed and none will be used for any purpose other than to create a personalized mock ballot for you. All personal information from this survey will be deleted after I complete this experiment.	
Rank two issues that are of equal importance to you. (e.g. protecting abortion * rights, funding infrastructure)	
Rank two additional issues that are of equal importance to you. *	
Rank two additional issues that are of equal importance to you. *	
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f 76 respondents of to measure equal importance reliant on subjective crit es may have caused survey fatigue or less thought on so through Facebook o create random sample Mock Ballot (choose which candidate you support) This mock ballot will attempt to gauge if peoples decisions on who to vote for in an election are guided by psychological principals. There is no right or wrong answer. No information from this survey will disclosed and none will used for any purpose other than to study as aggregate data for research purposes. All personal information from this survey will disclosed and none will used for any purpose other than to study as aggregate data for research purposes. All personal information from this survey will declosed and none will used for any purpose other than to study as aggregate data for research purposes. All personal information from this survey will be deleted after I complete this experiment.	eria me
f 76 respondents of to measure equal importance reliant on subjective crit es may have caused survey fatigue or less thought on so through Facebook o create random sample Mock Ballot (choose which candidate you support) This mock ballot will attempt to gauge if peoples decisions on who to vote for in an election are guided by psychological principals. There is no right or wrong answer. No information from this survey will disclosed and none will used for any purpose other than to study as aggregated data for research purposes. All personal information from this survey will be deleted after I complete this experiment.	eria me

- Total of
- Attemp
- 10 issue issues
- Shared
- Hard to

Jack Jackson. Jackson supports [belief A1], [belief B1] and [belief C1]. Option 1

- Total of 28 respondents
- Ballot minor edited
- Hard to gauge legitimacy
- Attempted to make all candidates share background
- Shared through Facebook
- Hard to create random sample

The experimental group was given a ballot with three candidates, one with half favorable opinions on policies that they ranked as important, another with the other half of the favorable opinions and the character traits they ranked as significant and a third who has all of the same favorable opinions on policy. The ballot was disseminated through Facebook. An individualized mock ballot was sent to all of the respondents of the survey.

DATA ANALYSIS AND RESULTS



With research the initial hypothesis was refuted. It is likely asymmetrical dominance has little influence on the choices people make when voting. 75% of those who filled out my mock ballot chose the first candidate on the list, which according to the initial hypothesis, they should not have. Instead, the majority of respondents chose the second candidate. Only 17.9% of respondents chose the candidate they should have according to the hypothesis. 7.1% chose the presumably least desirable third candidate. This may point to some kind of error in the mock ballot design as no one should have seen the third candidate as desirable. Previous studies have shown that people are more inclined to pick the first candidate on a ballot (Krosnick). Since the overwhelming majority of mock ballot respondents picked the first candidate that is a potential reason for the data's discrepancy.

ACKNOWLEDGEMENTS / REFERENCES

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