



Elements of Reason: Cognition, Choice, and the Bounds of Rationality (Cambridge Studies in Public Opinion and Political Psychology)

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Many social scientists want to explain why people do what they do. A barrier to constructing such explanations used to be a lack of information on the relationship between cognition and choice. Now, recent advances in cognitive science, economics, political science, and psychology have clarified this relationship. In *Elements of Reason*, scholars from across the social sciences use these advances to uncover the cognitive foundations of social decision making. They answer tough questions about how people see and process information and provide new explanations of how basic human needs, the environment, and past experiences combine to affect human choices.

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Editorial Review

Review

"...a remarkable book, both for its instructional value and the insight it offers into one of the most important problems in the social sciences." *American Political Science Review*

About the Author

Arthur Lupia is Hal R. Varian Professor of Political Science at the University of Michigan. He studies politics with a focus on how people make decisions when they lack information. Professor Lupia co-founded TESS (Time-Sharing Experiments for the Social Sciences) and served as Principal Investigator of the American National Election Studies.

Mathew D. McCubbins is a Professor of Political Science at the University of California, San Diego. His authored and co-authored works include *Legislative Leviathan: Party Government in the House*, 1st Edition (1993); *Under the Watchful Eye: Managing Presidential Campaigns in the Television Era* (1992); and *Stealing the Initiative: How State Government Responds to Direct Democracy* (2001). Recent co-edited books include *The Origins of Liberty: Political and Economic Liberalization in the Modern World* (1997) and *Elements of Reason: Cognition, Choice, and the Bounds of Rationality* (2000). His most recent book is *Setting the Agenda: Responsible Party Government in the US House of Representatives* (Cambridge, 2005) with Gary Cox. McCubbins is also the author of numerous articles in journals such as *Legislative Studies Quarterly*; *the Journal of Law, Economics, and Organization*; *Law and Contemporary Problems* and the *American Journal of Political Science*. He is the coordinator of the Law and the Behavioral Sciences Project and was a Fellow at the Center for Advanced Study in the Behavioral Sciences for 1994-5.

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