

AP United States Government
Chapter 9 Study Guide – Campaigns, Voting, and Elections

Name: _____

Key Terms: On index cards, define the following terms.

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|----------------------------------|------------------------------------|-------------------------------|
| 1. Political consultant | 13. Issue advocacy advertising | 25. Rational ignorance effect |
| 2. Finance chairperson | 14. Super PACs | 26. Franchise |
| 3. Pollster | 15. Independent expenditures | 27. Registration |
| 4. Communications director | 16. Bipartisan Campaign Reform Act | 28. Voting Rights Act of 1965 |
| 5. Press secretary | 17. 527s | 29. Caucus |
| 6. Tracking polls | 18. <i>Citizens United v. FEC</i> | 30. Closed primary |
| 7. Focus groups | 19. Presidential primary | 31. Open primary |
| 8. Hatch Act | 20. Superdelegates | 32. Office-block ballot |
| 9. Federal Election Campaign Act | 21. Front-runner | 33. Party-column ballot |
| 10. Hard money | 22. Front-loading | 34. Coat-tail effect |
| 11. Political action committees | 23. Battleground states | 35. Electoral College |
| 12. Soft money | 24. Voter turnout | |

Questions: Complete the following as you read chapter 12 in your textbook.

1. Read the *What If?* section on page 302. What do you think about the possibility of voting on the Internet?
2. Why do individuals decide to run for government office?
3. What are the constitutional requirements to run for the following positions?
 - a. President:
 - b. Vice President:
 - c. Senator:
 - d. Representative:
4. How has the role of women as candidates changed over time?
5. Explain how a modern campaign is run.
6. What factors lead to a winning campaign strategy?

7. Why is campaign finance such a big issue in the United States?

8. Explain how the following have attempted to regulate campaign finance.
 - a. Hatch Act:

 - b. Federal Election Campaign Act:

 - c. *Buckley v. Valeo*:

 - d. Bipartisan Campaign Reform Act:

9. How have the following been used to bypass campaign finance regulations?
 - a. Political action committees (PACs):

 - b. Soft money:

 - c. Independent expenditures:

 - d. 527s:

 - e. *Citizens United* ruling:

10. Explain how the presidential primary process works.

11. How is the general election different from the primary election?

12. Describe how the following affect who votes.
 - a. Age:

 - b. Education:

 - c. Race/ethnicity:

 - d. Income:

e. Party competition:

13. Why do some people decide not to vote?

14. How has the franchise been restricted in the past?

15. What was the Voting Rights Act, and how was it changed in 2006 and 2013?

16. Describe the following types of elections.

a. Caucus:

b. Closed primary:

c. Open primary:

d. Blanket primary:

e. Runoff primary:

17. How does the design of the ballot affect our perception of democracy?

18. What are the dangers and perceptions of voter fraud?

19. How does the Electoral College system affect the way in which presidential elections are run?

20. What are the major criticisms of the Electoral College?