*Paper details*

How do citizens formulate their orientations toward public policies and political issues? In other words, do people respond to political controversies on the basis of self-interest, rational benefit/cost calculations, emotional reactions, long-term predispositions, or what? And, what is the “quality” of the resultant issue attitudes? That is, are mass preferences well-formed, consistent, reasoned judgments? Or, are they shallow, disorganized, and fragmentary reactions to superficial messages from the “political world?”
Requirements:
• This paper should be at least 4 pages in length, double-spaced, and 12-point font (Times New Roman, preferably), and should have one-inch margins. Also use sub-headings for each section.
• Your response to this question should thoroughly cite from the assigned chapters in the book. For the purposes of this paper, cite the text in the following way:
o According to Mayhew, “Congress is xxxxxxxxxxxxxx” (chapter XX, pg. XX).

Use the sources below:
The American Political System by Ken Kollman 3rd Edition

Readings in American Politics: Analysis and Perspectives by Ken Kollman 5th Edition