

In Iowa, Voting Science at Work

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The New York Times:

OF the two winners of the Iowa caucuses, who's the better behavioral scientist, Ted Cruz or Hillary Clinton? To judge from their campaigns' respective "get out the vote" efforts, both politicians seem to have studied up on recent research in the field.

Let's start with Mr. Cruz. His campaign sent a mailer to the homes of Iowans pressuring them to show up to their caucus locations. The mailer noted "low expected voter turnout" in their area, gave them a grade for their past voting participation and disclosed the grades that the campaign had assigned to the recipients' neighbors.

Read the whole story: [The New York Times](#)