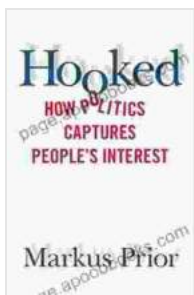


Hooked: How Politics Captures People's Interest

In his book *Hooked: How Politics Captures People's Interest*, Sean McAdams explores the psychological reasons why people are drawn to politics. McAdams argues that politics is not just about policy or ideology, but also about identity, belonging, and meaning making. He shows how politicians use a variety of techniques to appeal to our emotions and our sense of self.

McAdams begins by discussing the need for affiliation. Humans are social creatures, and we have a fundamental need to belong to a group. Politics provides a way for us to connect with others who share our values and beliefs. It gives us a sense of purpose and belonging, and it can help us to make sense of the world around us.



Hooked: How Politics Captures People's Interest

by Markus Prior

★★★★☆ 4.8 out of 5

Language : English
File size : 10069 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 397 pages

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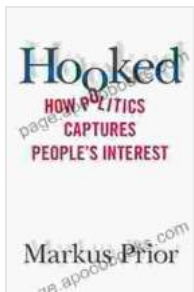
Politicians understand the power of affiliation, and they often use it to their advantage. They create symbols and rituals that appeal to our sense of identity and belonging. They use language that makes us feel like we are part of a special group, and they offer us simple solutions to complex problems. All of these things can make us feel more connected to the political process and more likely to support a particular candidate or party.

McAdams also discusses the role of emotion in politics. He argues that politicians often use emotional appeals to connect with voters on a personal level. They use stories, images, and music to evoke our emotions and to make us feel like we are part of something bigger than ourselves.

These emotional appeals can be very powerful, and they can lead us to make decisions that we might not otherwise make. For example, a politician who uses fear-based appeals may be able to convince us to support a policy that we would not normally support. Similarly, a politician who uses hope-based appeals may be able to convince us to vote for them even if we do not agree with their policies.

McAdams concludes by discussing the importance of meaning making. He argues that politics provides a way for us to make sense of the world around us. It gives us a framework for understanding complex events, and it helps us to find our place in the world. Politicians understand the power of meaning making, and they often use it to their advantage. They offer us simple explanations for complex problems, and they promise to make the world a better place. These promises can be very appealing, and they can lead us to support politicians even if we do not agree with their policies.

Hooked: How Politics Captures People's Interest is a fascinating and insightful look at the power of politics. McAdams shows how politicians use a variety of techniques to appeal to our emotions and our sense of self. He argues that politics is not just about policy or ideology, but also about identity, belonging, and meaning making. This book is a must-read for anyone who wants to understand the role of politics in our lives.



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