

Well presidential elections have evolved over the years and today we are in a period where I think that were dominated too much by appearance and less by substance and so what we would like to see is a discussion not necessarily to talking points but with specifics.

Presidential election are really not national elections, there are fifty different state elections that have national implications and I think there's a degree of distortion this year that comes out of the fact that you don't have the same level of campaigning going on in every state. What's wrong with the process is that we tend not to focus on the real issues. We tend to focus on the horse race. What is the polling. Who's ahead. Who won the debate. Voters are, are somewhat uninformed.

What's right with the process is that there is plenty of opportunity for voters to get information if they can. We've seen an explosion in the way in which campaigns and candidates communicate with voters and that's all healthy and good. There are at least 20 or 25 different questions that every person should ask about a poll including who took it, what was the sample size, what kinds of voters were included, not included. Does it comport with the reality of what's expected. I can conceive also given the way of modern campaigns where candidates in this election basically focusing on maybe eight maybe at the outside twelve out of fifty states. That as the candidates narrow their resources into those states the national polling may be less reliable then it has been in the past.

What I remember 2012 about is money and we are going to remember also in the use of new technologies and how voters are reaches and how there endeavored to be persuaded. But certainly that increase in the money has changed the way a candidates campaign. I tell my students in campaigns and elections are basically four themes in political campaigns whether they are run in the 1800's the 1900's or the 21st century. They are uh, things are getting better, things are getting worse. Change we need change or stay the course. But the underlying issue that both campaigns are trying to address is how do we move beyond the economic situation in which we find ourselves.

What's really interesting ya know is our founding fathers had this notion and particularly Jefferson and even Madison and all of those who were concerned with how we elect our leaders. The notion was that if you inform the public then you could trust the public opinion. But if the public is not properly informed then the basics in which they make their decisions is going to be flawed. You know Ben Franklin said coming out of the drafting of the Constitution, someone said what form of government we have? A republic if we can keep it and part of that if you can keep it is do the citizens play their role.