

CONTENTS

	List of Figures	ix
	Acknowledgments	xi
	Introduction	1
1	Interests versus Values	11
	<i>Rational Choice</i>	12
	<i>Status Politics</i>	20
	<i>Symbolic Politics</i>	24
	<i>Does Rational Choice Theory Survive the Challenges Posed by the Symbolic Politics Research?</i>	26
	<i>Taking Stock of Expressive and Instrumental Theories</i>	42
2	A Model of Individual Choice	45
	<i>Dispositions and Incentives</i>	47
	<i>Reference Groups and Conformity</i>	47
	<i>Group Dynamics</i>	51
	<i>A Model of Individual Choice</i>	53
	<i>Incentives: The Meaning of π</i>	54
	<i>Reinforcing Only L</i>	56
	<i>Reinforcing Only R</i>	56
	<i>Dispositions: The Meaning of a and b</i>	57
	<i>Exposure to Both L and R</i>	59
	<i>Deductions: The Interplay between Incentives and Dispositions</i>	62
	<i>Conclusion</i>	74
3	Coordination and Conflict	76
	<i>Four Mechanisms of Defense</i>	76
	<i>Coordination Problems</i>	79
	<i>Ethnocentrism</i>	87
	<i>Vested Interests</i>	98
	<i>Majorities and Minorities</i>	106
	<i>Conclusion</i>	113

4	Cultural Mobilization	116
	<i>Creating Common Frames of Reference</i>	119
	<i>Deductions</i>	122
	<i>General Strategies</i>	126
	<i>The Element of Surprise</i>	130
	<i>Convergence on a Focal Point</i>	134
	<i>Arguing with Principles</i>	141
	<i>Conclusion</i>	150
5	Economics Meets Morality in a Texas Community	153
	<i>Background</i>	154
	<i>Setting the Agenda</i>	158
	<i>Framing Strategies following the First Vote</i>	160
	<i>Competing Worldviews</i>	165
	<i>The Role of Social and Moral Beliefs in Solving</i> <i>Coordination Problems</i>	169
	<i>Morality, Trust, and Social Order</i>	171
	<i>Political Repercussions of Cultural Diversity</i>	173
	<i>Evaluating Information and Reasoning about</i> <i>Means and Ends</i>	176
	<i>Are the Citizens of Williamson County Acting</i> <i>in Their Self-Interest?</i>	180
	<i>Conclusion</i>	184
6	Mass Adjustment to New Norms	186
	<i>Incentives and Dispositions (Reprised)</i>	188
	<i>Social Adjustment to New Norms and Practices</i>	190
	<i>A Model of Social Adjustment</i>	193
	<i>Mechanisms of Social Change</i>	203
	<i>How the South Was Won</i>	206
	<i>Conclusion</i>	210
7	Culture and Strategy	212
	<i>A Unifying Theory</i>	213
	<i>Value Formation</i>	214
	<i>Social Change</i>	218
	<i>The Limits of Rationality</i>	221
	<i>Expressive and Moral Action</i>	222
	<i>A Final Word</i>	228
	Notes	233
	Bibliography	265
	Index	283