Abstract

This report provides a preliminary assessment of the performance of four items included on the 1998 NES pilot study to measure public mood. As outlined in the proposal for these items (Rahn 1998), we believe that measures of public mood might be worthwhile to carry on NES production studies for two reasons: one, public mood should be sensitive to differences in campaign tone; and second, public mood should have some impact on turnout. Based on analysis thus far, the 1998 pilot data do not provide much support for the first contention. There is, however, more support for the second.