Don’t Blame Populism: The Cultural Psychology and Technology of Trump's Victory

While many analyses continue to assume that an irrational electorate put Donald J. Trump in the White House, a closer look suggests that he won by appealing to familiar, mainstream assumptions that constitute the core identity of the white middle class. The lecture will explain these assumptions, show that Trump is less of an anomaly than we think, and discuss how he might be most effectively confronted.

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