## The Rationally Misinformed Voter

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In the sub-discipline of economics known as public choice, an important concept is the theory of "rational ignorance." First articulated by political scientist Anthony Downs in the 1950s, and expanded upon by economist Gordon Tullock and others, the theory of rational ignorance holds that it is perfectly rational for individuals to largely ignore politics, or even not to vote. There are only twenty-four hours in a day, and we all spend most of our time doing our jobs, pursuing an education, raising families, paying bills, and planning our private lives. We rationally spend very little time becoming informed about politics and government policy.

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