

THE IMPACT OF SOCIAL IDENTITIES ON PARTISANSHIP  
DURING A REALIGNMENT PERIOD

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ABSTRACT

The changing nature of American political parties during the latter half of the twentieth century has long been the topic of scholarly interest. In this research, I examine the effects of different social identities on partisan realignment over two generations. By using and comparing survey data from these two generations, I isolate and identify social identities which become salient for a younger generation, while the elder cohort is less affected. This goes beyond the traditional approach of considering partisan realignments in terms of changing individuals. I examine this phenomenon, coupled with the social identity effects instilled by the preceding generation. The results suggest that parental influences through social identity establishment are an important element to be considered when studying intergenerational transmission of partisan identities.