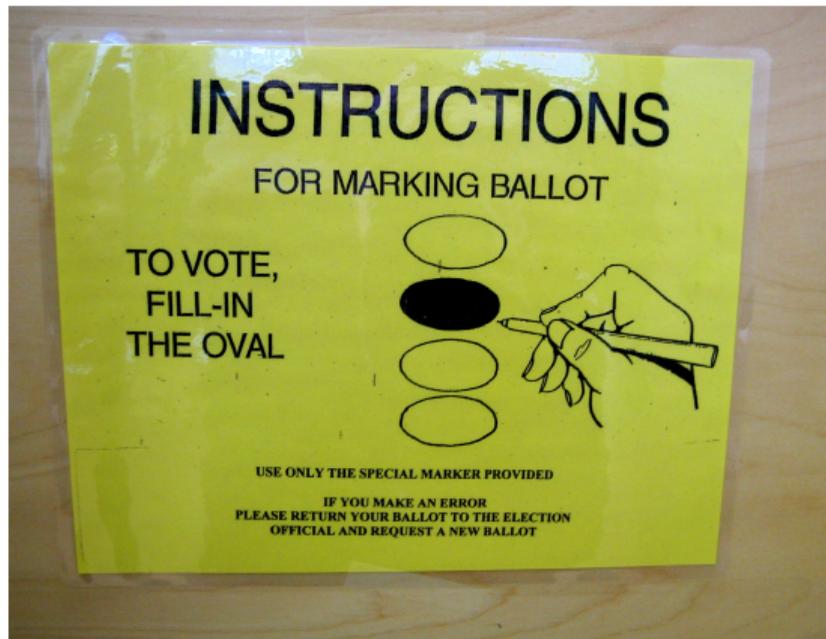# Social Choice: Taste

Game Theory Course:
Jackson, Leyton-Brown & Shoham

Voting seems very simple

How hard can this be?

Used under a Creative Commons license; copyright Liz West.
http://www.flickr.com/photos/calliope/291772635/

But sometimes things go wrong

In 2000, the US presidential election came down to Florida.
George Bush won by 537 votes. But Ralph Nader got 97,421 votes.
Twice as many Nader voters would have chosen Gore over Bush.

Used under a Creative Commons license; copyright World Economic Forum.
http://www.flickr.com/photos/worldeconomicforum/346678227/

Used under a Creative Commons license; copyright Sage Ross.
http://www.flickr.com/photos/ragesoss/2912283317/

Is there a better way?

British and Canadian protesters demanding new voting systems,
May 2010 and April 2011.

Used under a Creative Commons license; copyright Peter Spooner.
http://www.flickr.com/photos/pjspooner/4609671830/

Used under a Creative Commons license; copyright ahblair.
http://www.flickr.com/photos/ahblair/5720054570/