

Polarization

The identity battle is especially intense because multiple identities stack up on top of each other.

Most Republicans are simultaneously white, rural, older and Christian, and so are their neighbours.

Democrats are their opposites.

It's now possible simply to look at photographs of people and predict with some confidence which party they support.

Once Americans join one of these tribes, they generally adopt all of its views so as not to be ostracised.

**Simon Kuper,
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