

political ideology definition ap gov

political ideology definition ap gov is a fundamental concept in understanding the framework of American government and politics. In the context of AP Government, political ideology refers to a set of beliefs, values, and opinions about the proper role and scope of government, as well as the preferred policies and political goals. This article explores the comprehensive definition of political ideology, its significance in AP Government studies, and the various types that shape political behavior and public policy. Additionally, it examines how ideologies influence political parties, voter behavior, and the broader political culture in the United States. Understanding these ideologies is essential for interpreting government actions and electoral outcomes, making them a core topic in AP Government coursework.

- Understanding Political Ideology
- Major Political Ideologies in the United States
- The Role of Political Ideology in AP Government
- Political Ideology and Public Policy
- Impact of Political Ideology on Political Behavior

Understanding Political Ideology

Political ideology is a system of ideas and ideals that forms the basis of political beliefs and guides individuals or groups in their political behavior. In AP Government, the political ideology definition emphasizes how these beliefs influence opinions on government authority, economic policies, social issues, and individual rights. Ideologies help organize political thought, providing a framework for interpreting political events and policy debates. They serve as a lens through which citizens evaluate political information and make decisions during elections.

Core Components of Political Ideology

Political ideologies typically consist of several key components that define their overall worldview:

- **Beliefs about Human Nature:** Assumptions about whether people are inherently good, selfish, or equal.
- **Views on Government Role:** Opinions regarding the size and power of government in regulating society and the economy.
- **Economic Perspectives:** Positions on wealth distribution, taxation, and government intervention in the market.

- **Social Values:** Stances on culture, religion, morality, and social equality.
- **Policy Preferences:** Support for specific laws or reforms based on ideological principles.

Major Political Ideologies in the United States

The United States political landscape is primarily shaped by several dominant ideologies, each with distinct beliefs about governance and policy. Recognizing these ideologies is crucial for AP Government students to understand electoral dynamics and policy debates.

Liberalism

Liberalism in the American context advocates for a more active government role in promoting social justice, economic equality, and protecting civil liberties. Liberals typically support progressive taxation, social welfare programs, environmental regulations, and expanded rights for marginalized groups. The ideology values individual freedoms but believes government intervention is necessary to address systemic inequalities.

Conservatism

Conservatism emphasizes limited government, free-market principles, traditional social values, and a strong national defense. Conservatives generally advocate for lower taxes, reduced government spending, deregulation, and policies that uphold conventional family structures and moral norms. They stress personal responsibility and skepticism toward expansive government programs.

Libertarianism

Libertarianism prioritizes individual liberty above all and seeks to minimize government interference in both economic and social spheres. Libertarians support free markets, personal choice, and civil liberties, opposing most forms of government regulation and welfare programs. Their core belief is that government should protect individual rights but otherwise remain as unobtrusive as possible.

Other Ideologies

While less dominant, other political ideologies also influence American politics:

- **Socialism:** Advocates for collective ownership or regulation of the means of production and greater economic equality.
- **Progressivism:** Focuses on reforming government and society to address injustices and promote fairness.
- **Populism:** Emphasizes the rights and power of ordinary people against a perceived elite.

- **Environmentalism:** Prioritizes policies to protect natural resources and combat climate change.

The Role of Political Ideology in AP Government

In AP Government, understanding political ideology is essential for analyzing the structure and function of American political institutions. Ideologies influence how political actors behave, how parties form policy platforms, and how citizens engage with politics. They serve as a foundation for interpreting constitutional principles, the separation of powers, and the checks and balances system.

Ideology and Political Parties

Political parties in the United States are often aligned along ideological lines. The Democratic Party generally represents liberal and progressive ideologies, while the Republican Party aligns with conservative and libertarian values. Party platforms reflect these ideological commitments, shaping legislative priorities and electoral strategies. AP Government students study these dynamics to understand party polarization and coalition-building.

Ideology in Voting Behavior

Voters often use political ideology as a heuristic to guide their choices in elections. Ideological identification helps individuals decide which candidates or parties best represent their values. The alignment between voter ideology and party platforms impacts electoral outcomes and the responsiveness of elected officials to their constituents' preferences.

Political Ideology and Public Policy

Political ideologies significantly shape public policy decisions at all levels of government. The ideological orientation of policymakers influences legislation, budget priorities, and regulatory approaches. Understanding the link between ideology and policy is crucial for AP Government students analyzing government actions and their societal impact.

Economic Policy

Economic policies often reflect ideological beliefs about the role of government in the market. For example, liberals tend to support progressive taxation and social safety nets, conservatives favor free-market principles and limited government intervention, and libertarians advocate for minimal regulation and low taxes. These ideological differences manifest in debates over healthcare, welfare, taxation, and trade policies.

Social Policy

Social policies are similarly influenced by ideological perspectives. Issues such as abortion, same-sex marriage, gun control, and immigration are debated within ideological frameworks that emphasize either individual rights, traditional values, or social equity. Policymakers' ideological commitments shape the direction and content of laws affecting these areas.

Impact of Political Ideology on Political Behavior

Political ideology affects not only policy preferences but also broader patterns of political behavior, including activism, public opinion, and civic engagement. It contributes to the formation of political identities and influences how citizens perceive government legitimacy and trust.

Political Socialization

Individuals develop their political ideologies through socialization processes involving family, education, media, and peer groups. This socialization shapes lifelong political attitudes and participation habits. AP Government explores how these factors contribute to the persistence or change of ideological beliefs over time.

Political Polarization

In recent decades, ideological divisions have intensified, leading to increased political polarization. This polarization affects legislative cooperation, public discourse, and voter behavior, often resulting in gridlock and partisan conflict. Understanding the ideological roots of polarization is a key component of AP Government analysis.

Frequently Asked Questions

What is the definition of political ideology in AP Government?

Political ideology in AP Government refers to a set of beliefs and values about the role of government, public policies, and the proper balance between individual freedom and social order.

Why is understanding political ideology important in AP Government?

Understanding political ideology is important in AP Government because it helps explain how individuals and groups form opinions about policies, vote, and participate in the political process.

What are the main types of political ideologies studied in AP

Government?

The main types include liberalism, conservatism, libertarianism, and socialism, each emphasizing different views on government's role in economic and social issues.

How does political ideology influence voting behavior in AP Government?

Political ideology influences voting behavior by shaping voters' preferences for candidates and policies that align with their beliefs about government and society.

What role does political ideology play in shaping public policy?

Political ideology guides policymakers in creating laws and policies that reflect their values, such as government intervention levels, individual rights, and economic regulation.

How is political ideology different from political party affiliation in AP Government?

Political ideology is a broader set of beliefs about government and society, while party affiliation is alignment with a specific political party that generally reflects certain ideologies.

Can political ideology change over time according to AP Government concepts?

Yes, political ideology can change due to personal experiences, social influences, and evolving political contexts.

How do political ideologies relate to the concepts of liberalism and conservatism in AP Government?

Liberalism generally advocates for government intervention to promote social equality, while conservatism emphasizes limited government and traditional values.

What is the significance of political ideology in the American political system?

Political ideology is significant because it shapes political debates, influences party platforms, and affects voter alignment in the American political system.

How does AP Government define libertarianism as a political ideology?

Libertarianism is defined as a political ideology that emphasizes minimal government intervention in both economic and personal matters, prioritizing individual liberty.

Additional Resources

1. *Political Ideologies: An Introduction*

This book offers a comprehensive overview of the major political ideologies that have shaped governments and societies worldwide. It explains the origins, development, and key principles of ideologies such as liberalism, conservatism, socialism, and nationalism. The clear and accessible language makes it ideal for AP Government students seeking to understand political ideology definitions and applications.

2. *Understanding Political Ideologies*

Focusing on the foundational concepts of political thought, this book breaks down complex ideologies in a straightforward manner. It explores how ideologies influence policies and political behavior, providing real-world examples to contextualize each theory. Students gain insight into the role ideology plays in shaping government structures and citizen engagement.

3. *American Government and Political Ideologies*

This text integrates the study of American government with an analysis of political ideologies. It examines how various ideologies impact U.S. political institutions, party systems, and public opinion. The book is tailored for AP Government learners, emphasizing the practical implications of ideological beliefs in contemporary American politics.

4. *The Basics of Political Ideologies*

A beginner-friendly guide that introduces readers to the fundamental definitions and distinctions between political ideologies. It covers core ideas like democracy, authoritarianism, and liberalism, while also addressing how these ideologies manifest in different governmental frameworks. Perfect for students new to AP Government concepts.

5. *Political Ideologies and the Democratic Ideal*

This work delves into the relationship between political ideologies and democracy, analyzing how various ideologies support or challenge democratic principles. It provides historical context and case studies to illustrate the dynamic interplay between ideology and governance. The book encourages critical thinking about the impact of ideology on democratic institutions.

6. *Contemporary Political Ideologies*

Focusing on 21st-century political thought, this book explores the evolution and relevance of traditional ideologies in modern politics. It addresses emerging ideologies and the changing political landscape, making it a valuable resource for understanding current ideological debates. AP Government students benefit from its up-to-date analysis and examples.

7. *Political Ideologies in the United States*

This book specifically examines the spectrum of political ideologies prevalent in the U.S., including liberalism, conservatism, libertarianism, and progressivism. It discusses how these ideologies influence policy decisions, electoral politics, and public discourse. The text is aligned with AP Government curriculum standards, offering focused insight on American political thought.

8. *The Oxford Handbook of Political Ideologies*

A scholarly collection that compiles essays from leading political theorists on a wide range of ideologies. It provides in-depth analysis suitable for advanced AP Government students seeking a deeper understanding of ideological definitions and debates. The handbook covers both classical and contemporary perspectives, making it a thorough academic resource.

9. Ideology and Political Theory: A Student's Guide

Designed specifically for students, this guide simplifies complex political theories and ideologies into digestible content. It includes definitions, key thinkers, and illustrative examples to clarify how ideologies function within political systems. The book is a helpful supplement for AP Government coursework focused on ideology.

Political Ideology Definition Ap Gov

Find other PDF articles:

<https://staging.devenscommunity.com/archive-library-009/pdf?dataid=Enu63-3266&title=2004-acura-tl-engine-diagram.pdf>

political ideology definition ap gov: CliffsNotes AP U. S. Government and Politics Cram Plan Jeri A. Jones, Lindsay Reeves, 2019 CliffsNotes AP U.S. Government Cram Plan gives you a study plan leading up to your AP exam no matter if you have two months, one month, or even one week left to review before the exam! This new edition of CliffsNotes AP U.S. Government and Politics Cram Plan calendarizes a study plan for the 214,000 annual AP U.S. Government test-takers depending on how much time they have left before they take the May exam. Features of this plan-to-ace-the-exam product include: - 2-month study calendar and 1-month study calendar - Diagnostic exam that helps test-takers pinpoint strengths and weaknesses - Subject reviews that include test tips and chapter-end quizzes - Full-length model practice exam with answers and explanations

political ideology definition ap gov: AP U. S. Government and Politics, 2004 Apex Learning Staff, Kaplan, Learning Apex, 2003-12-23

political ideology definition ap gov: *5 Steps to a 5: AP Comparative Government* Suzanne Bailey, Glenn Hastedt, 2018-04-03 The newest addition to the popular test prep series that has prepared millions of students for AP exams in every subject AP Comparative Government and Politics is a fast-growing Advanced Placement test. This new addition to the popular test prep series covers the current course syllabus and will help you build the skills, knowledge, and test-taking confidence you need to reach your full potential. 5 Steps to a 5: AP Comparative Government & Politics includes three practice tests reflecting the actual exam, detailed answers to each question, study tips, information on how the exam is scored, and more. Score-Raising Features Include: •3 full-length practice exams •Hundreds of practice exercises with thorough answer explanations •Comprehensive overview of the AP Comparative Government exam format •Authentic practice questions that reflect both multiple-choice and free-response question types, just like the ones you will see on test day, along with detailed answer explanations and sample responses •Addresses all topics at the depth and in the style required for the AP Comparative Government exam •Proven strategies specific to each section of the test

political ideology definition ap gov: *5 Steps to a 5: AP U.S. Government & Politics 2022 Elite Student Edition* Pamela K. Lamb, 2021-08-04 MATCHES THE LATEST EXAM! Let us supplement your AP classroom experience with this multi-platform study guide. The immensely popular 5 Steps to a 5: AP U.S. Government and Politics Elite Student Edition has been updated for the 2021-22 school year and now contains: 5 full-length practice exams (in the book and online) that reflect the latest exam "5 Minutes to a 5" section with a 5-minute activity for each day of the school year that reinforces the most important concepts covered in class Access to a robust online platform Comprehensive overview of the AP U.S. Government and Politics exam format Hundreds of practice exercises with thorough answer explanations Proven strategies specific to each section of the test A

self-guided study plan including flashcards, games, and more online

political ideology definition ap gov: 5 Steps to a 5: AP U.S. Government & Politics 2024 Elite Student Edition Pamela K. Lamb, 2023-07-31 AP Teachers' #1 Choice! Ready to succeed in your AP course and ace your exam? Our 5 Steps to a 5 guides explain the tough stuff, offer tons of practice and explanations, and help you make the most efficient use of your study time. 5 Steps to a 5: AP U.S. Government & Politics Elite Student Edition is more than a review guide, it's a system that has helped thousands of students walk into test day feeling prepared and confident. Everything You Need for a 5: 5 full-length practice tests that align with the latest College Board requirements Hundreds of practice exercises with answer explanations Comprehensive overview of all test topics Proven strategies from seasoned AP educators Why the Elite Edition? 200+ pages of additional AP content 5-minute daily activities to reinforce critical AP concepts AP educators love this feature for bellringers in the classroom! Study on the Go: All instructional content in digital format (for both computers and mobile devices) Interactive practice tests with answer explanations A self-guided, personalized study plan with daily goals, powerful analytics, flashcards, games, and more A Great In-class Supplement: 5 Steps is an ideal companion to your main AP text Includes an AP U.S. Government & Politics Teacher's Manual that offers excellent guidance to educators for better use of the 5 Steps resources

political ideology definition ap gov: Counterterrorism Legislation United States. Congress. Senate. Committee on the Judiciary. Subcommittee on Terrorism, Technology, and Government Information, 1997

political ideology definition ap gov: Political Relationship and Narrative Knowledge Peter B. Armitage, 2000-06-30 Armitage taught for one year in a British grammar school from 1971 to 1972 when the school amalgamated with a secondary modern school to form a comprehensive school. He followed the political practices and episodes of the amalgamation in relation to their political and educational significance. The amalgamation seemed to result in an ineffective and underperforming school and he tried to introduce practical and constructive changes. His narrative describes his political struggle to reform the school in the face of an anti-democratic and authoritarian culture. The causes of failure are analyzed, and the real, complex, and messy functioning of a school system uncovered. The need to understand the politics and culture of schooling is advocated. A model of micropolitical action and responsibility is demonstrated that could help result in improvement of educational institutions.

political ideology definition ap gov: Ambition and Accommodation Roberta S. Sigel, 1996-05-15 By juxtaposing the voices of women and men from all walks of life, Sigel finds that women's perceptions of gender relations are complex and often contradictory. Although most women see gender discrimination pervading nearly all social interactions - private as well as public - they do not invariably feel that they personally have been its victims.

political ideology definition ap gov: Understanding American Government Susan Welch, John Gruhl, John Comer, Susan M. Rigdon, 2006 UNDERSTANDING AMERICAN GOVERNMENT is highly respected and trusted for its attention to research and issues of diversity as well as its award-winning team of authors. While covering the basic foundations and features of American Government, this text also moves beyond the nuts and bolts, to explain why and how important features of government have evolved, their impact on government and individuals, and why these features are controversial (if they are) and worth learning. More than just narrating facts and current issues, UNDERSTANDING AMERICAN GOVERNMENT attempts to leave the students with an understanding of the why, so their knowledge can be applied long after the course is completed. UNDERSTANDING AMERICAN GOVERNMENT is a three-time winner of the American Government Textbook Award for the Best Treatment of Women in Politics, by the Women's Caucus for Political Science.

political ideology definition ap gov: State & Local Government Michael Engel, 1999 State and Local Government takes an innovative approach to the study of state and local government by offering readers the means to develop their own points of view on its institutions, processes, and

policies. Federalism, governmental structure, the party and electoral systems, and methods of citizen influence are described and then evaluated in the context of the opposing perspectives of conflict and consensus theories. State and local policies on public finance, economic development, welfare, and education are examined and then critiqued from the points of view of conservative, liberal, and socialist ideologies. The result is a book that not only informs readers on the facts of state and local government and politics, but also challenges them to think critically and analytically about those facts, and then helps them to draw conclusions about how well those processes and institutions are working.

political ideology definition ap gov: Modern Age Russell Kirk, 1990

political ideology definition ap gov: *Problems of Communism* , 1992

political ideology definition ap gov: **Ideology and Myth in American Politics** H. Mark Roelofs, 1976

political ideology definition ap gov: Congressional Record United States. Congress, 1949

political ideology definition ap gov: **Radical Democracy** C. Douglas Lummis, 2016-10-01 C. Douglas Lummis writes as if he were talking with intelligent friends rather than articulating political theory. He reminds us that democracy literally means a political state in which the people (demos) have the power (kratia). The people referred to are not people of a certain class or gender or color. They are, in fact, the poorest and largest body of citizens. Democracy is and always has been the most radical proposal, and constitutes a critique of every sort of centralized power. Lummis distinguishes true democracy from the inequitable incarnations referred to in contemporary liberal usage. He weaves commentary on classic texts with personal anecdotes and reflections on current events. Writing from Japan and drawing on his own experience in the Philippines at the height of People's Power, Lummis brings a cross-cultural perspective to issues such as economic development and popular mobilization. He warns against the fallacy of associating free markets or the current world economic order with democracy and argues for transborder democratic action. Rejecting the ways in which technology imposes its own needs, Lummis asks what work would look like in a truly democratic society. He urges us to remember that democracy should mean a fundamental stance toward the world and toward one's fellow human beings. So understood, it offers an effective cure for what he terms the social disease called political cynicism. Feisty and provocative, Radical Democracy is sure to inspire debate.

political ideology definition ap gov: **Modern Free Society and Its Nemesis** Milan Zafirovski, 2007-01-01 Modern Free Society and Its Nemesis explores whether and to what extent conservatism represents a negation to free society and liberty in Western countries.

political ideology definition ap gov: *The American business creed* Francis Xavier Sutton, 1956

political ideology definition ap gov: **Social Sciences Index** , 1999

political ideology definition ap gov: **Resources in Education** , 1999

political ideology definition ap gov: **The Psychology of Christian Nationalism** Pamela Cooper-White, 2022-05-31 Winner of a 2022 Foreword INDIES Award Gold Medal How do we overcome polarization in American society? How do we advocate for justice when one side won't listen to the other and cycles of outrage escalate? These questions have been pressing for years, but the emergence of a vocal, virulent Christian nationalism have made it even more urgent that we find a way forward. In three brief, incisive chapters Pamela Cooper-White uncovers the troubling extent of Christian nationalism, explores its deep psychological roots, and discusses ways in which advocates for justice can safely and effectively attempt to talk across the deep divides in our society.

Related to political ideology definition ap gov

Politics, Policy, Political News - POLITICO Young people — on the left and right — are growing increasingly skeptical of Israel. A Russian satirist explains why autocrats can't take a joke. The nation's most prominent — and most

Politics - Wikipedia Politics (from Ancient Greek πολιτικά (politiká) 'affairs of the cities') is the set

of activities that are associated with making decisions in groups, or other forms of power relations among

POLITICAL Definition & Meaning - Merriam-Webster The meaning of POLITICAL is of or relating to government, a government, or the conduct of government. How to use political in a sentence

Political News | AP News Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to

POLITICAL | definition in the Cambridge English Dictionary Politics means the activities of the government or people who try to influence the way a country is governed. We use a singular verb with it: Free trade is an ongoing political issue because it

Political Definition & Meaning | Britannica Dictionary POLITICAL meaning: 1 : of or relating to politics or government; 2 : interested in or active in politics

What is Politics? Exploring Definitions and Concepts • PolSci Institute Politics, at its core, is about power relationships, decision-making, and the art of influence that exists in virtually every aspect of human interaction. German sociologist Max

Politics : NPR 1 day ago Politics NPR's expanded coverage of U.S. and world politics, the latest news from Congress and the White House and elections. A news crew films a segment near a sign

Politics - The Washington Post 3 days ago Post Politics from The Washington Post is the source for political news headlines, in-depth politics coverage and political opinion, plus breaking news on the Biden administration

Politics: Latest and breaking political news today - POLITICO Much of the private sector is paralyzed by Trump's broader efforts to leverage the might of the government to bend companies to his whims. The lawsuit comes after Russell Vought outlined

Politics, Policy, Political News - POLITICO Young people — on the left and right — are growing increasingly skeptical of Israel. A Russian satirist explains why autocrats can't take a joke. The nation's most prominent — and most

Politics - Wikipedia Politics (from Ancient Greek πολιτικά (politiká) 'affairs of the cities') is the set of activities that are associated with making decisions in groups, or other forms of power relations among

POLITICAL Definition & Meaning - Merriam-Webster The meaning of POLITICAL is of or relating to government, a government, or the conduct of government. How to use political in a sentence

Political News | AP News Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to

POLITICAL | definition in the Cambridge English Dictionary Politics means the activities of the government or people who try to influence the way a country is governed. We use a singular verb with it: Free trade is an ongoing political issue because it

Political Definition & Meaning | Britannica Dictionary POLITICAL meaning: 1 : of or relating to politics or government; 2 : interested in or active in politics

What is Politics? Exploring Definitions and Concepts • PolSci Institute Politics, at its core, is about power relationships, decision-making, and the art of influence that exists in virtually every aspect of human interaction. German sociologist Max

Politics : NPR 1 day ago Politics NPR's expanded coverage of U.S. and world politics, the latest news from Congress and the White House and elections. A news crew films a segment near a sign

Politics - The Washington Post 3 days ago Post Politics from The Washington Post is the source for political news headlines, in-depth politics coverage and political opinion, plus breaking news on the Biden administration

Politics: Latest and breaking political news today - POLITICO Much of the private sector is paralyzed by Trump's broader efforts to leverage the might of the government to bend companies to

his whims. The lawsuit comes after Russell Vought outlined

Politics, Policy, Political News - POLITICO Young people — on the left and right — are growing increasingly skeptical of Israel. A Russian satirist explains why autocrats can't take a joke. The nation's most prominent — and most

Politics - Wikipedia Politics (from Ancient Greek πολιτικά (politiká) 'affairs of the cities') is the set of activities that are associated with making decisions in groups, or other forms of power relations among

POLITICAL Definition & Meaning - Merriam-Webster The meaning of POLITICAL is of or relating to government, a government, or the conduct of government. How to use political in a sentence

Political News | AP News Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to

POLITICAL | definition in the Cambridge English Dictionary Politics means the activities of the government or people who try to influence the way a country is governed. We use a singular verb with it: Free trade is an ongoing political issue because it

Political Definition & Meaning | Britannica Dictionary POLITICAL meaning: 1 : of or relating to politics or government; 2 : interested in or active in politics

What is Politics? Exploring Definitions and Concepts • PolSci Institute Politics, at its core, is about power relationships, decision-making, and the art of influence that exists in virtually every aspect of human interaction. German sociologist Max

Politics : NPR 1 day ago Politics NPR's expanded coverage of U.S. and world politics, the latest news from Congress and the White House and elections. A news crew films a segment near a sign

Politics - The Washington Post 3 days ago Post Politics from The Washington Post is the source for political news headlines, in-depth politics coverage and political opinion, plus breaking news on the Biden administration

Politics: Latest and breaking political news today - POLITICO Much of the private sector is paralyzed by Trump's broader efforts to leverage the might of the government to bend companies to his whims. The lawsuit comes after Russell Vought outlined

Related to political ideology definition ap gov

Trump asks 9 colleges to commit to his political agenda and get favorable access to federal money (10hon MSN) The White House is asking nine major universities to commit to President Donald Trump's political priorities in exchange for

Trump asks 9 colleges to commit to his political agenda and get favorable access to federal money (10hon MSN) The White House is asking nine major universities to commit to President Donald Trump's political priorities in exchange for

How 'woke' went from an expression in Black culture to a conservative criticism (2don MSN) The expression 'stay woke' started out as an affirmation for African Americans. In the past decade it has been used by

How 'woke' went from an expression in Black culture to a conservative criticism (2don MSN) The expression 'stay woke' started out as an affirmation for African Americans. In the past decade it has been used by

Back to Home: <https://staging.devenscommunity.com>