

Duels, Elephant Rounds and Other Events

Campaign Dynamics in the 2005 German National Election

Dresden, 21. Juni 2006

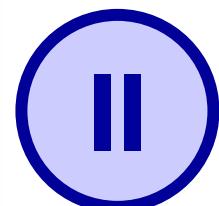
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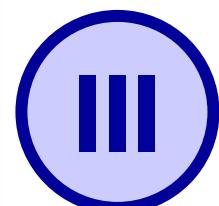
56th Annual Conference of the International
Communication Association - Session „Content, Perception
and Effects of the Televised Debate in the German National
Election 2005“



Data



Exposure to Debates



Perception of Debates



Effects of Debates

I

Data

II

Exposure to Debates

III

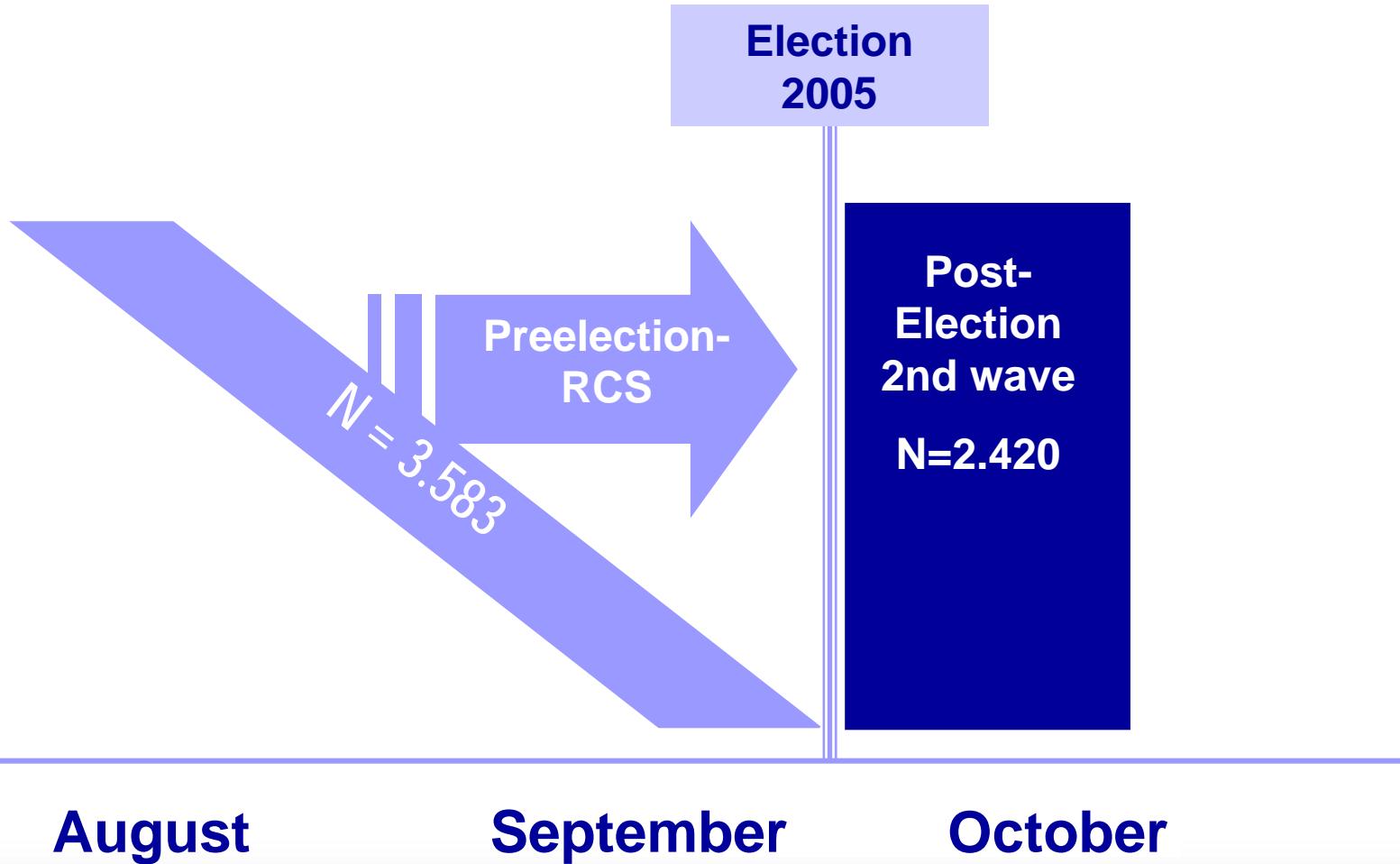
Perception of Debates

IV

Effects of Debates

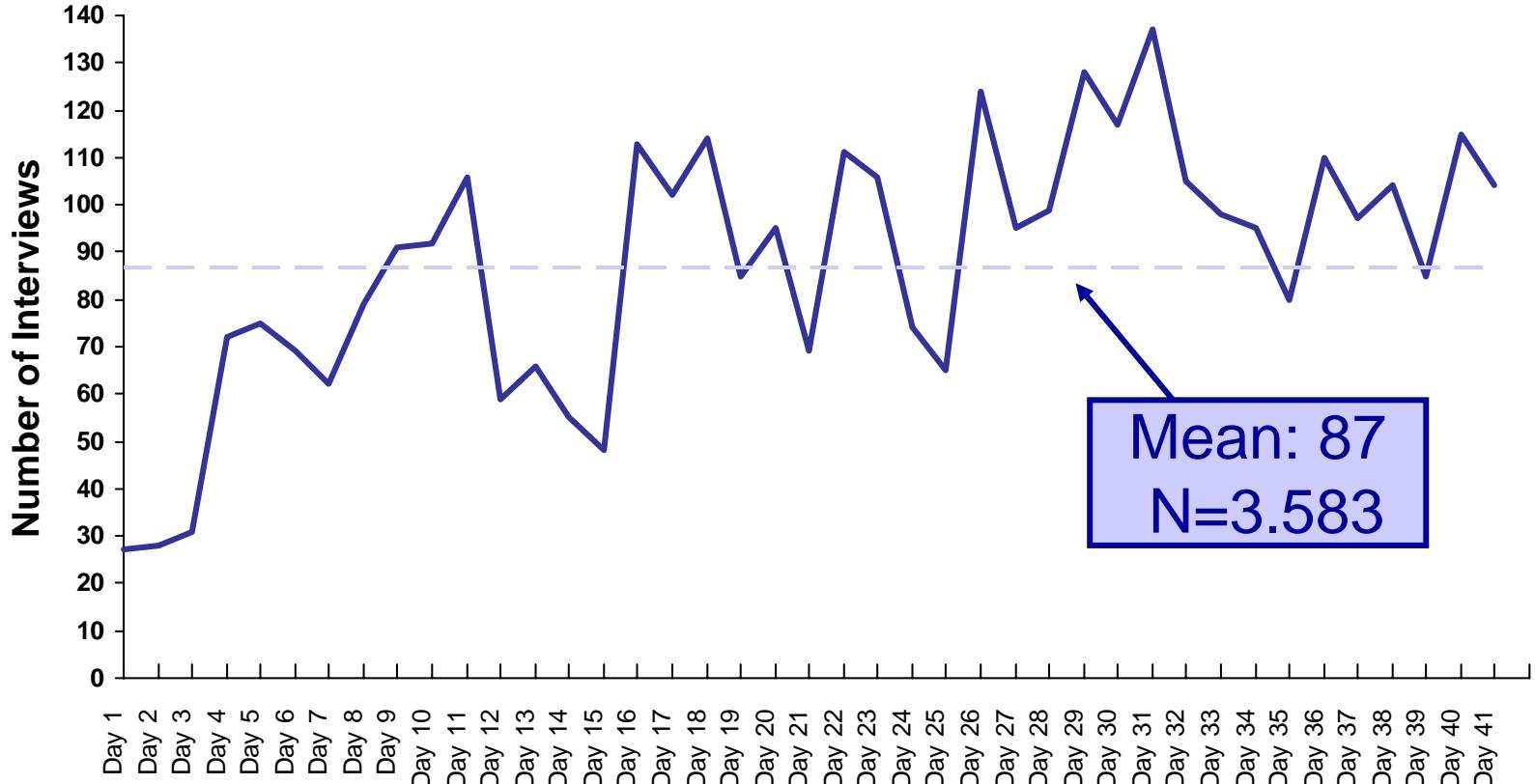
DATA: A ROLLING CROSS SECTION SURVEY

3



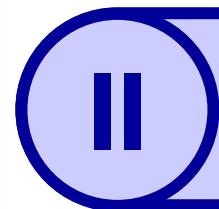
DATA: NUMBER OF INTERVIEWS PER DAY

4

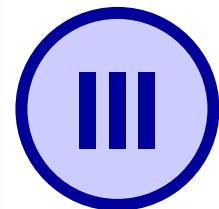




Data



Exposure to Debates



Perception of Debates

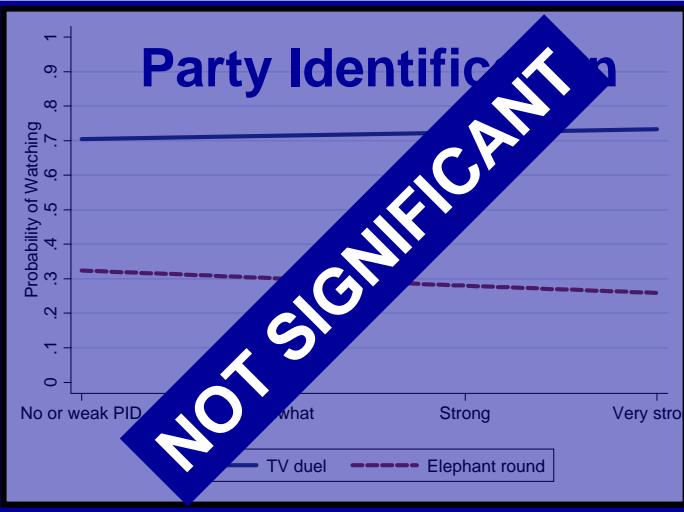
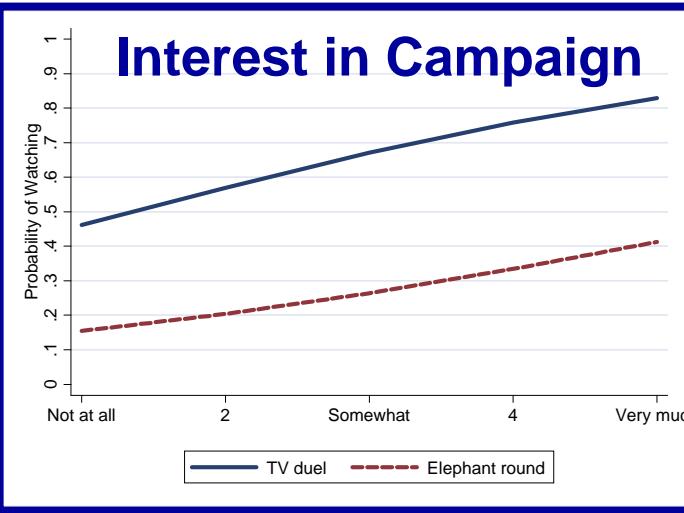
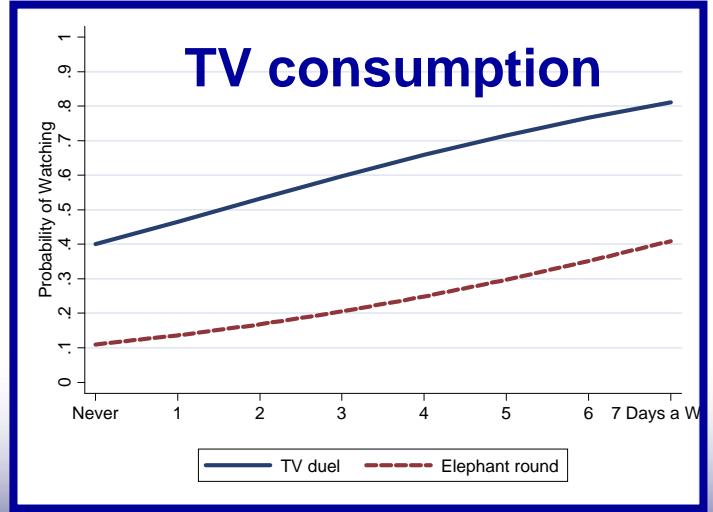
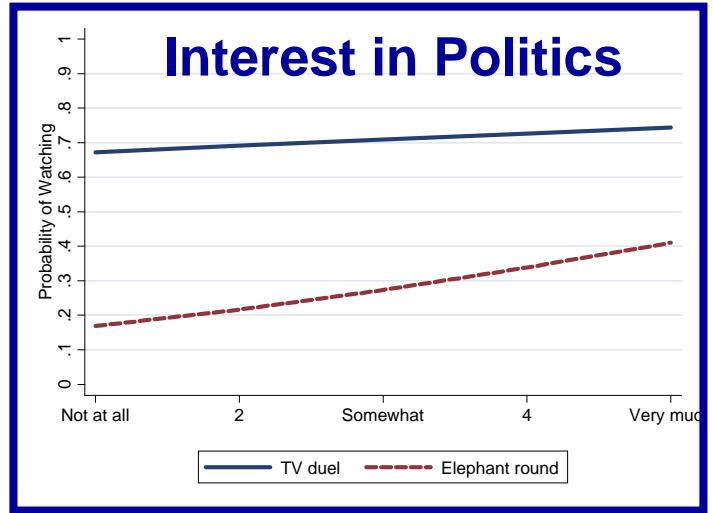


Effects of Debates

EXPOSURE: WHO WATCHED? WHO DIDN'T?

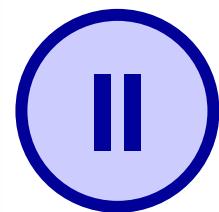
6

Source: RCS Survey, predicted probabilities from a logit model

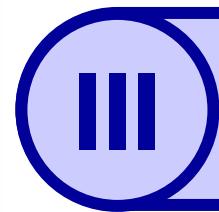




Data



Exposure to Debates



Perception of Debates



Effects of Debates

PERCEPTIONS: WHO WON THE DUEL?

8

If R has seen the duel:

„In your opinion – who did better in the TV duel –
Gerhard Schröder or Angela Merkel?“

If R has *not* seen the duel:

„Have you read or heard anything about who did
better in the TV duel – Gerhard Schröder or Angela
Merkel?“

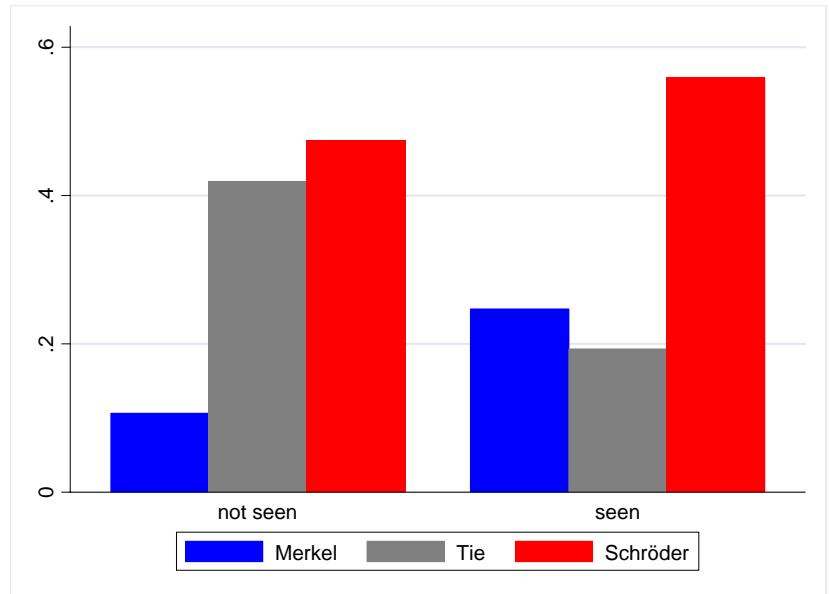
PERCEPTIONS: WHO WON THE DUEL?

Source: RCS survey, weighted by education

9

Not seen

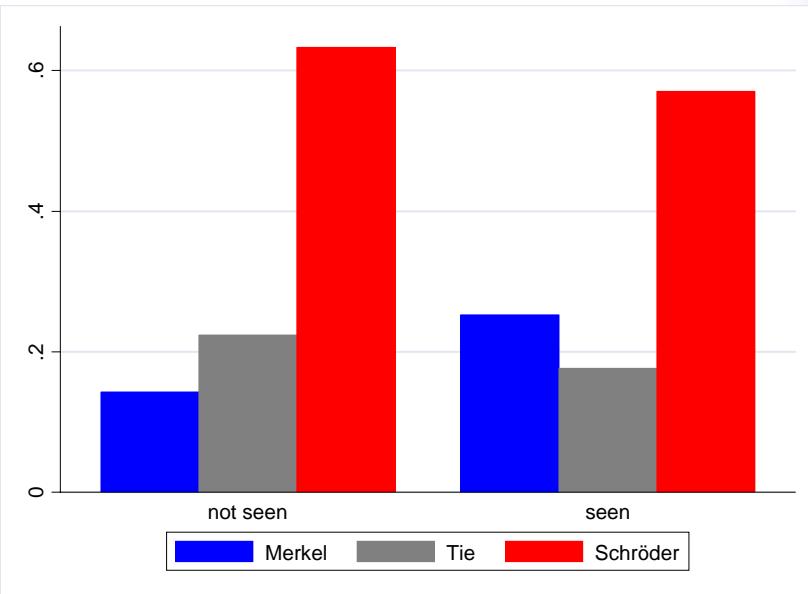
Seen



Including respondents who don't know or haven't heard anything about outcome in the middle category

Not seen

Seen

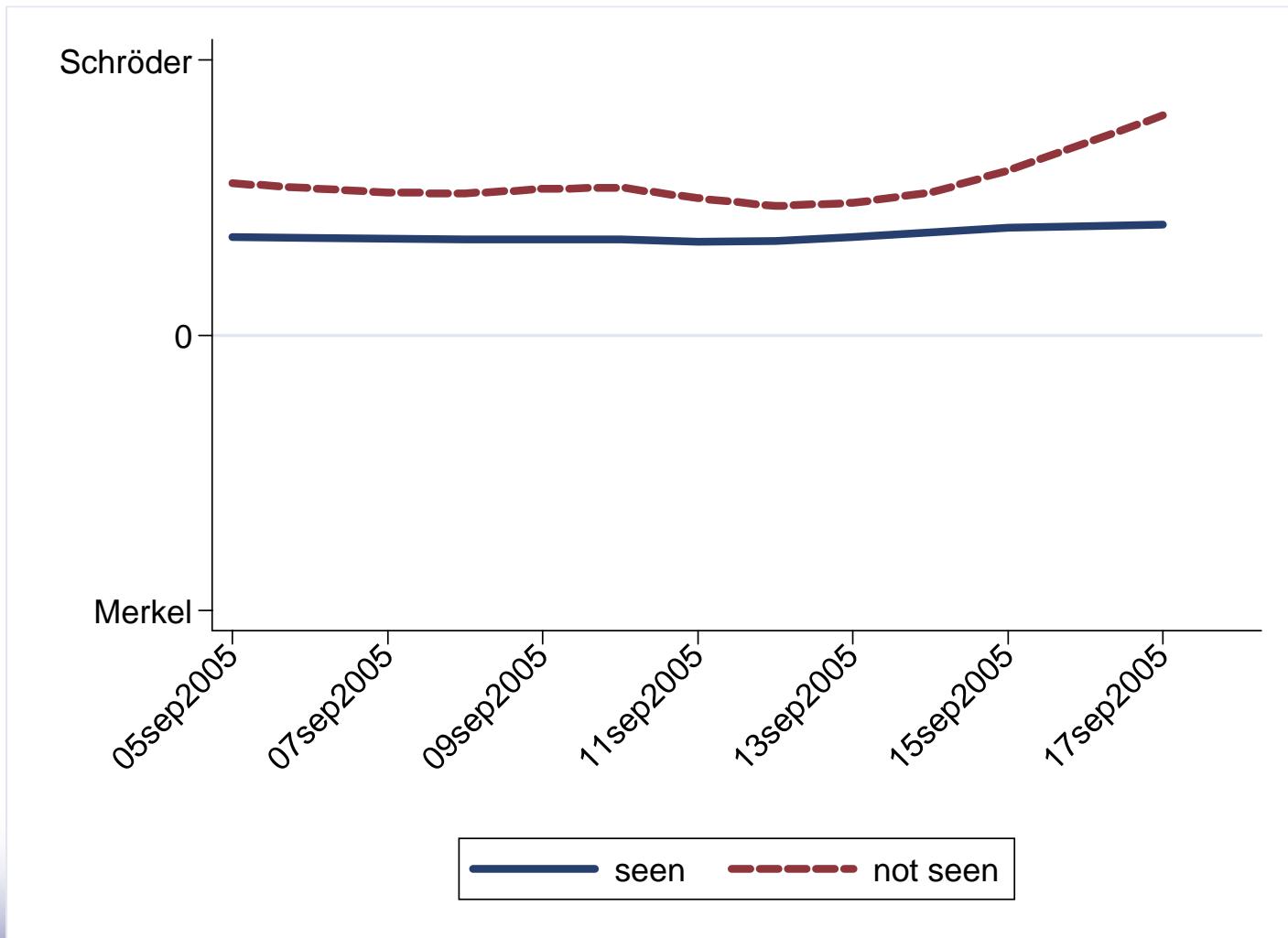


Excluding respondents who don't know or haven't heard anything about outcome from the middle category

PERCEPTIONS: STABILITY OVER TIME

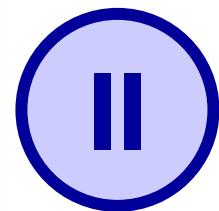
10

Source: RCS survey, LOWESS-Smooth (Bandwidth .5)

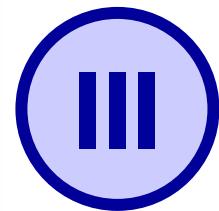




Data



Exposure to Debates



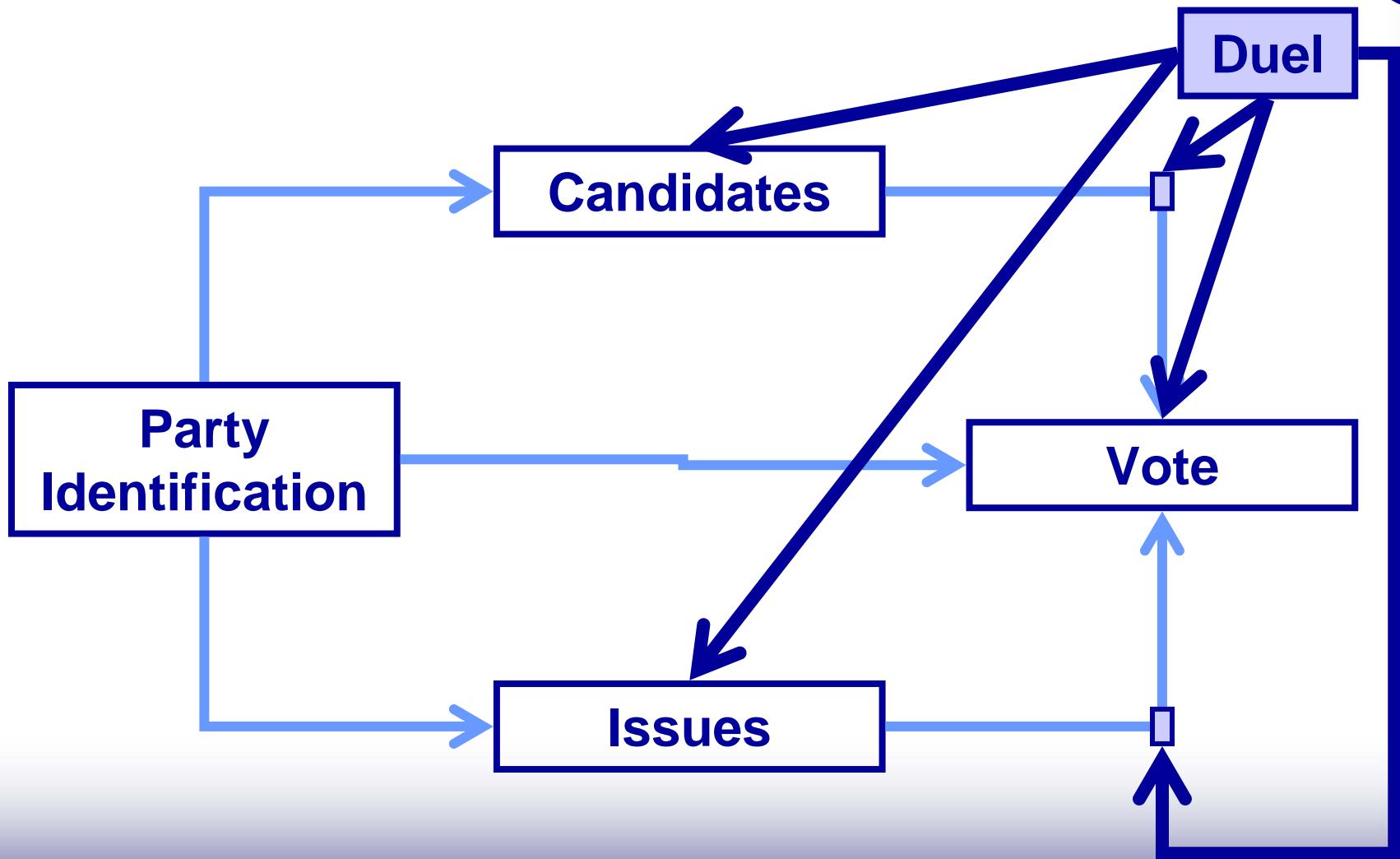
Perception of Debates



Effects of Debates

MICHIGAN MODEL OF VOTING AND DEBATES

12



MICHIGAN MODEL OF VOTING AND DEBATES

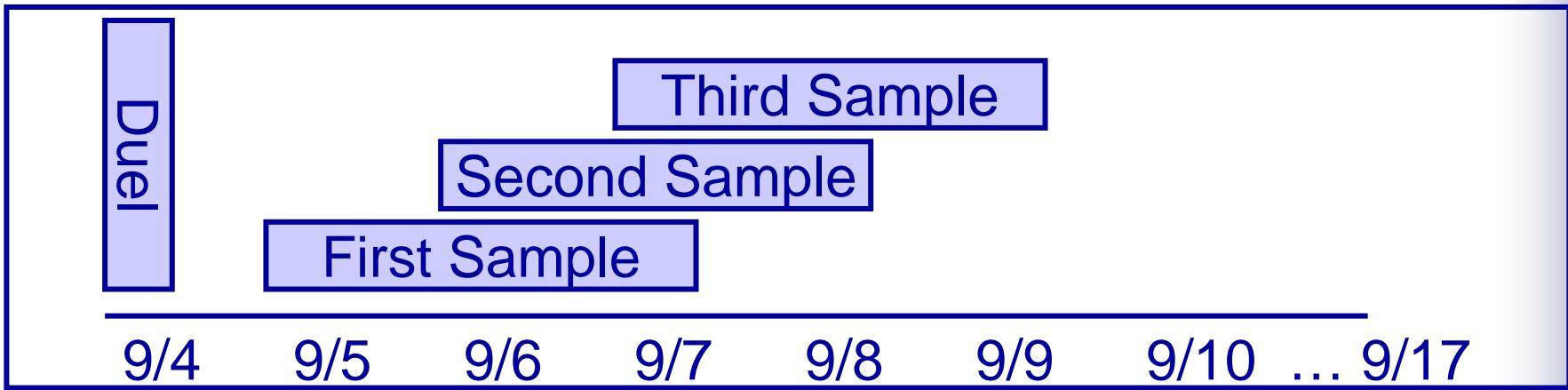
13

- For example:
 - $\text{FeelingThermometer}_{\text{Schröder}} = \text{PartyIdentification}_{\text{SPD}} + \text{Exposure}_{\text{Duel}}$
 - $\text{FeelingThermometer}_{\text{Schröder-Merkel}} = \text{PartyIdentification}_{\text{SPD}} + \text{PartyIdentification}_{\text{CDU}} + \text{Perception}_{\text{Schröder-Merkel}}$
 - $\text{Vote}_{\text{CDU}} = \text{PartyIdentification}_{\text{CDU}} + \text{FeelingThermometer}_{\text{Merkel}} + \text{IssueCompetence}_{\text{CDU}} + \text{Perception}_{\text{Merkel}}$

MICHIGAN MODEL OF VOTING AND DEBATES

14

- Approach:
 - Run models like these for different samples
 - Samples defined by a three-day moving wall of survey days

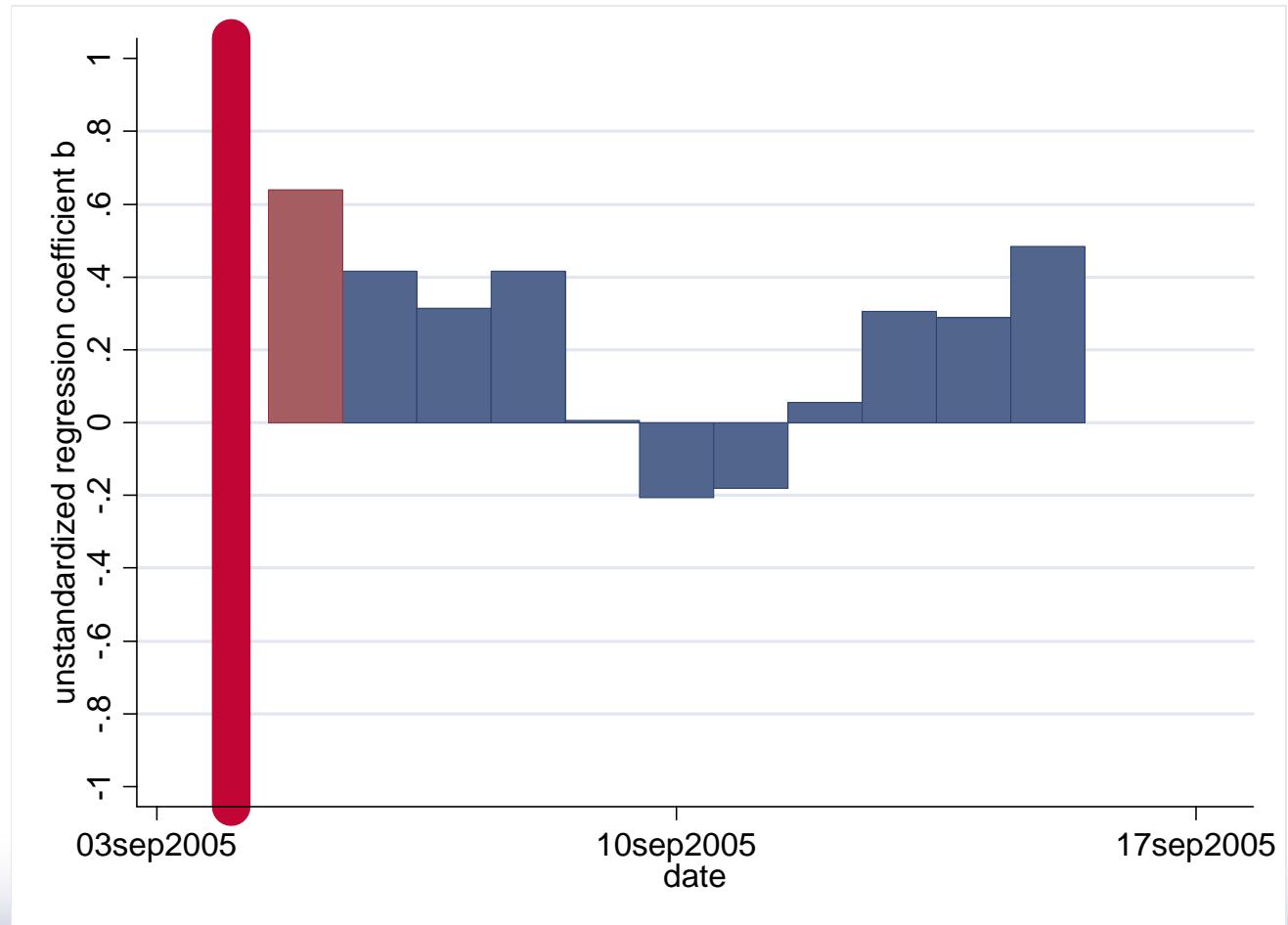


- Check for size and significance of debate effects in each sample

EFFECTS ON CANDIDATES' FEELING THERMOTERS

Source: RCS survey, Model: Debate **Exposure**, Party Identification for CDU on Feeling Thermometer Merkel, OLS Regression, red bars indicate significance

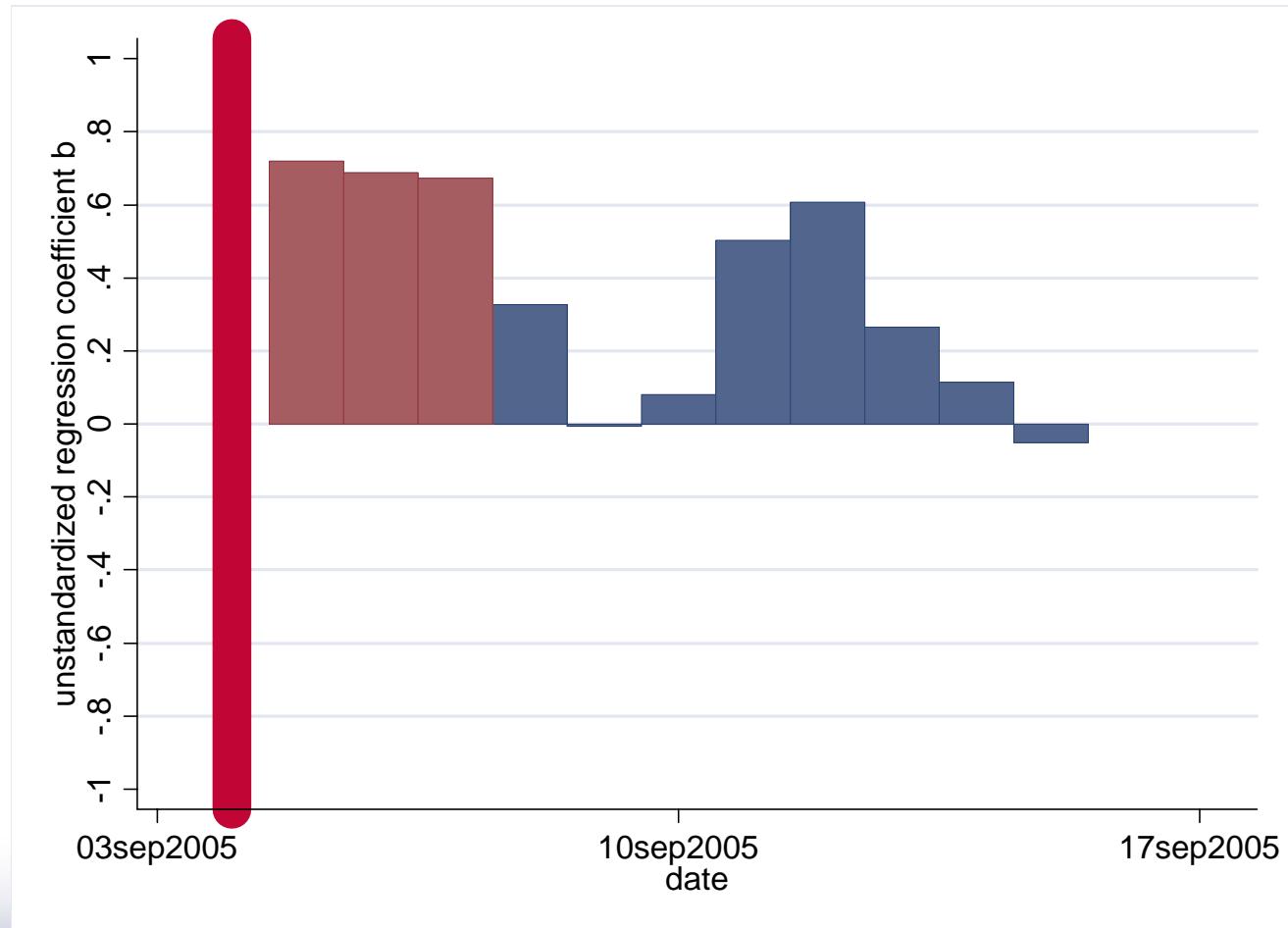
15



EFFECTS ON CANDIDATES' FEELING THERMOTERS

Source: RCS survey, Model: Debate **Exposure**, Party Identification for SPD on Feeling Thermometer Schröder, OLS Regression

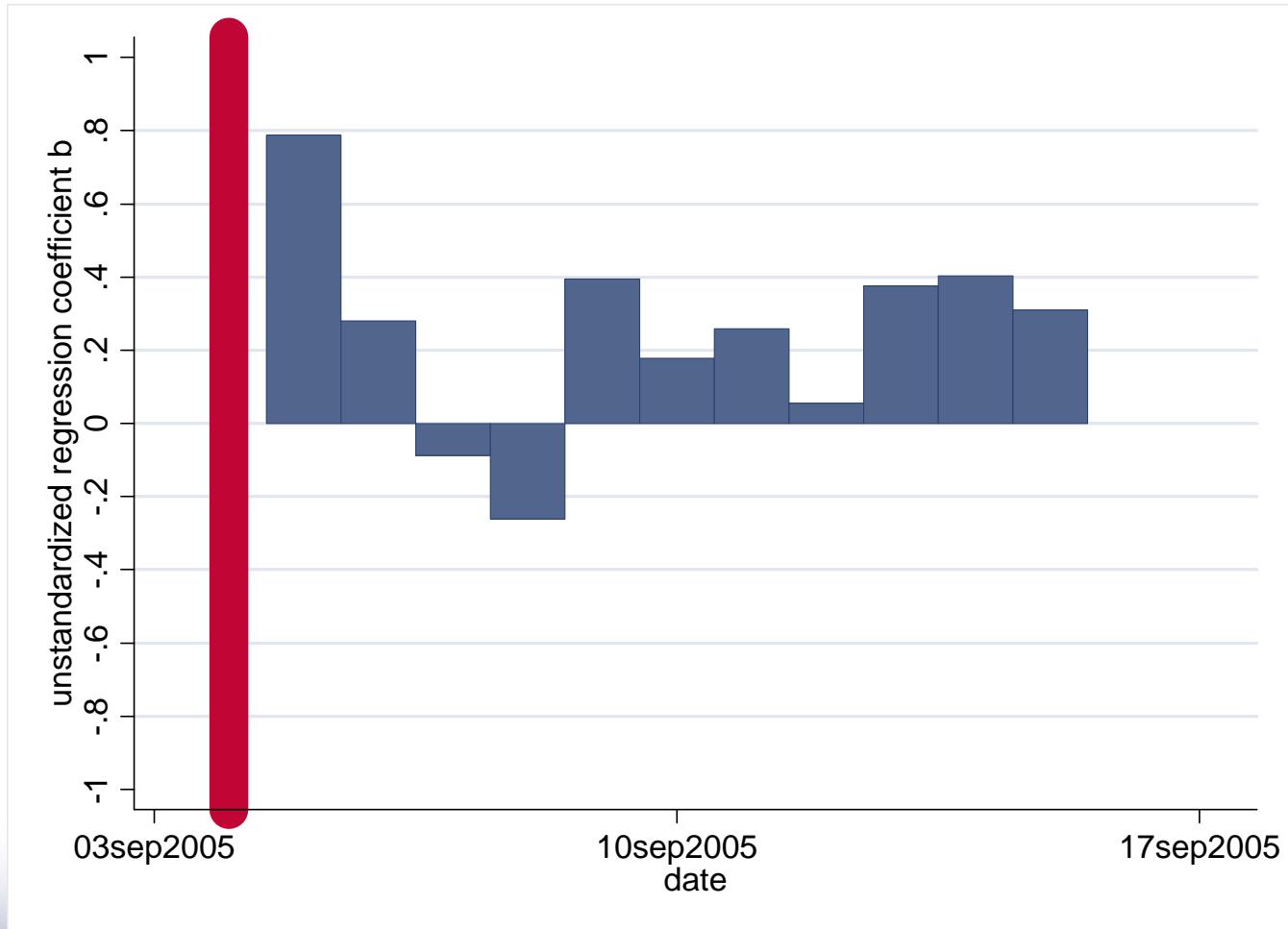
16



EFFECTS ON VOTING INTENTIONS

17

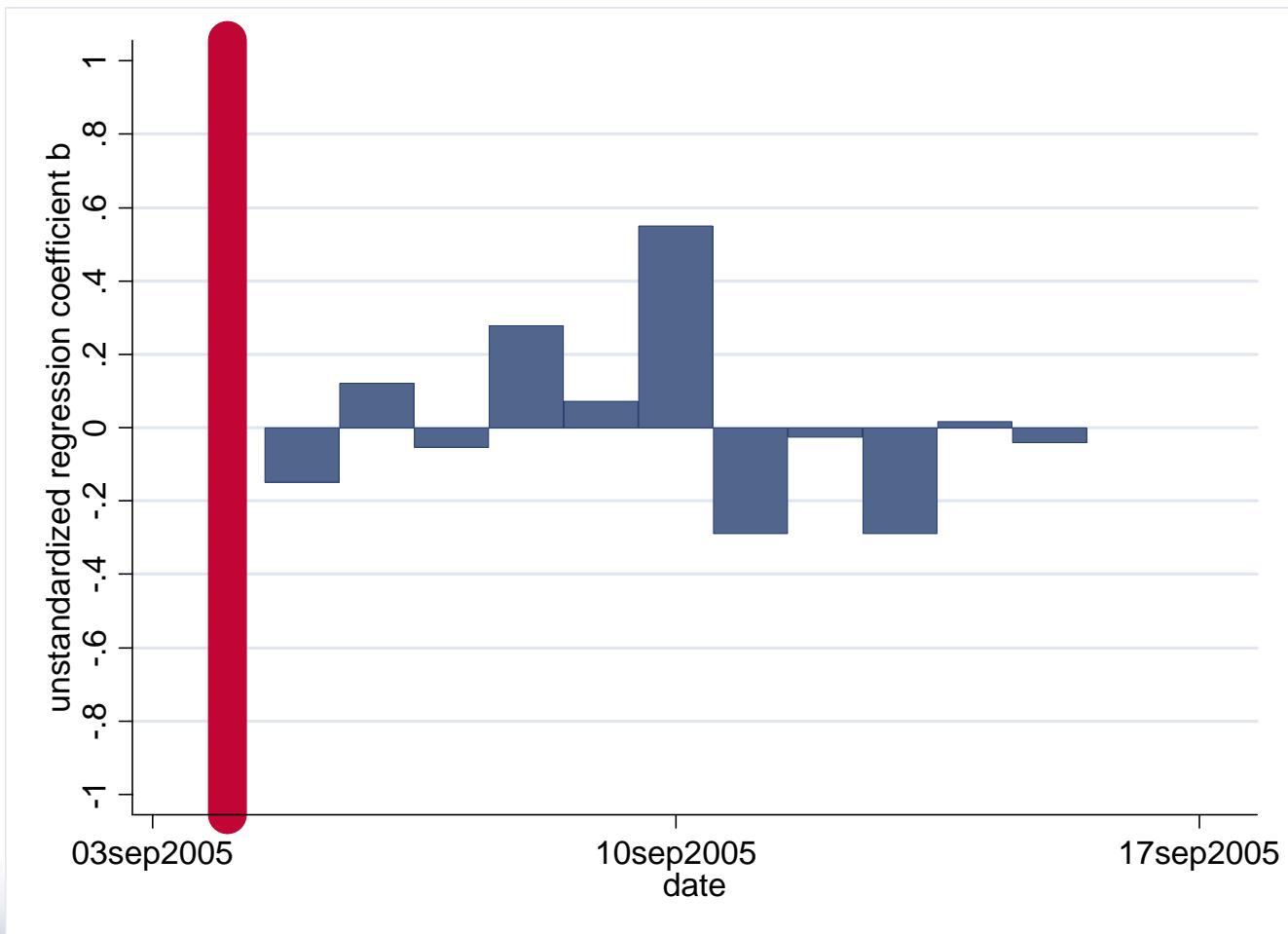
Source: RCS survey, Model: Debate **Exposure**, Party Identification for CDU, Feeling Thermometer Merkel, Competence CDU on Vote Intention CDU, Logit



EFFECTS ON VOTING INTENTIONS

18

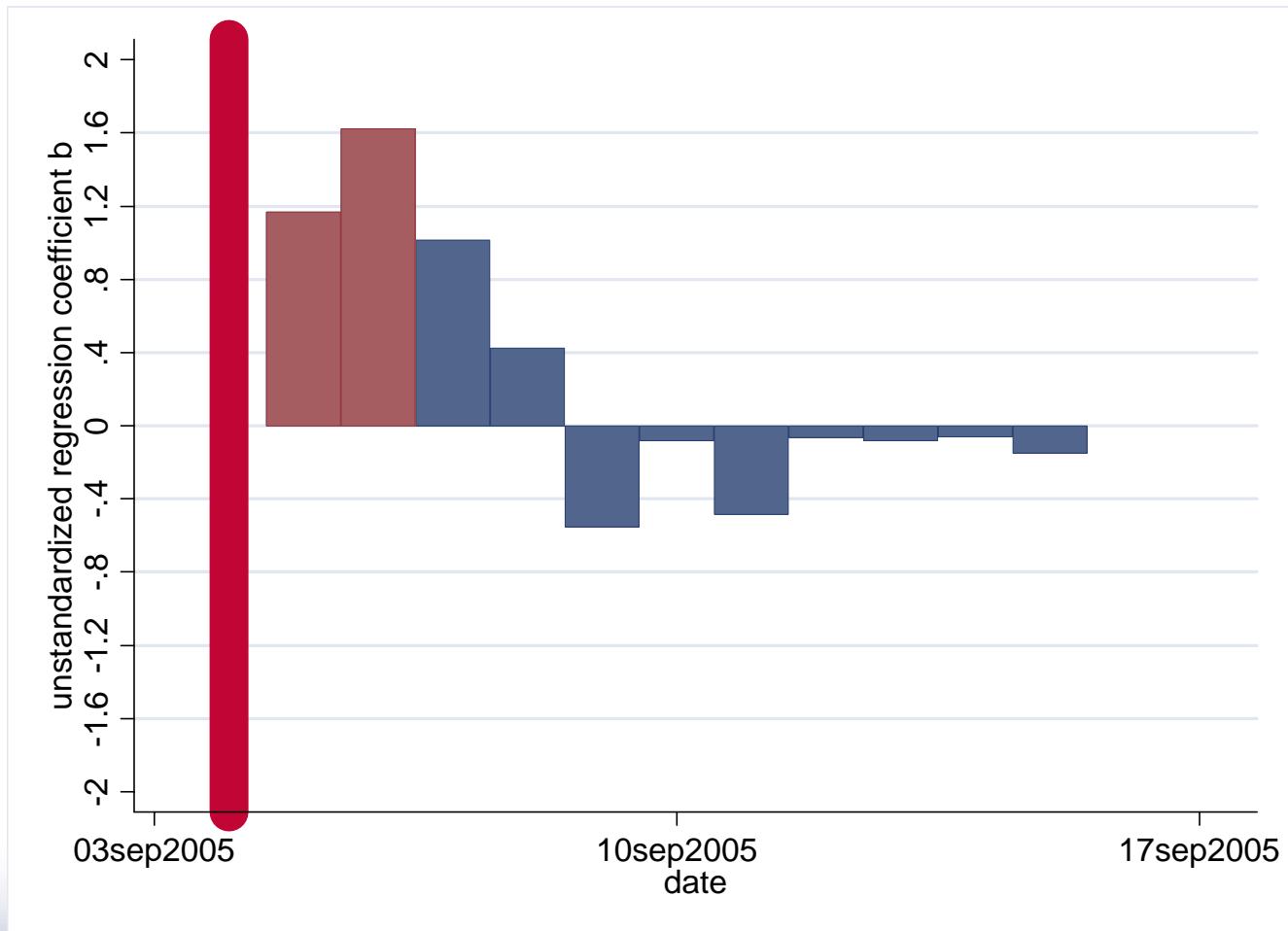
Source: RCS survey, Model: Debate **Exposure**, Party Identification for SPD, Feeling Thermometer Schröder, Competence SPD on Vote Intention SPD, Logit



EFFECTS ON VOTING INTENTIONS

19

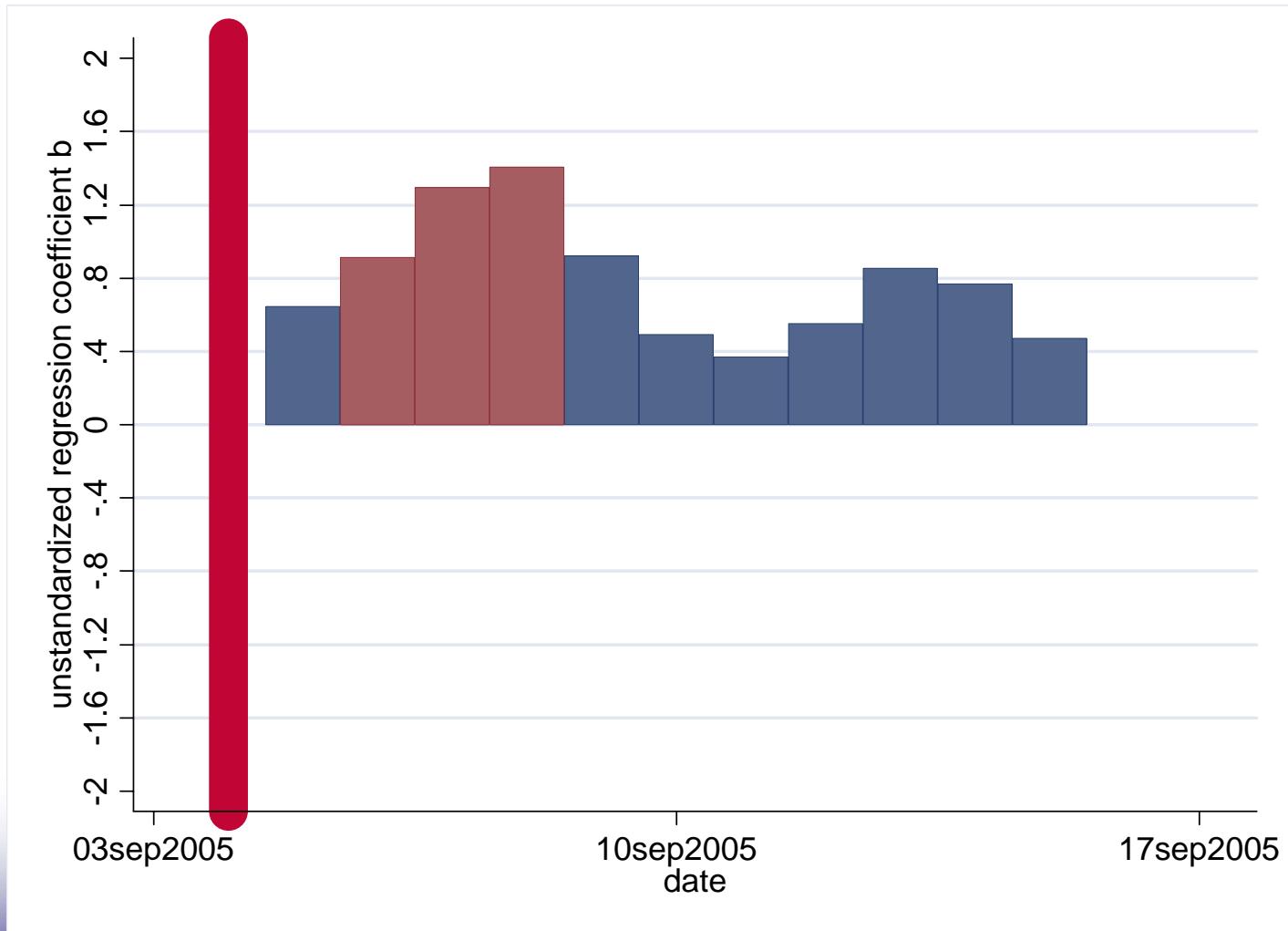
Source: RCS survey, Model: Debate Perception, Party Identification for CDU, Feeling Thermometer Merkel, Competence CDU on Vote Intention CDU, Logit



EFFECTS ON VOTING INTENTIONS

Source: RCS survey, Model: Debate Perception, Party Identification for SPD, Feeling Thermeter Schröder, Competence SPD on Vote Intention SPD, Logit

20

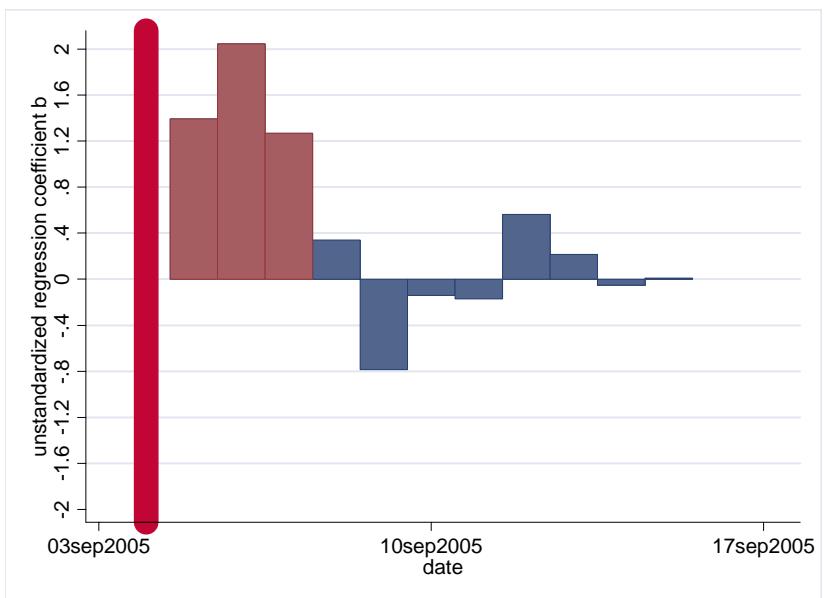


EFFECTS ON VOTING INTENTIONS

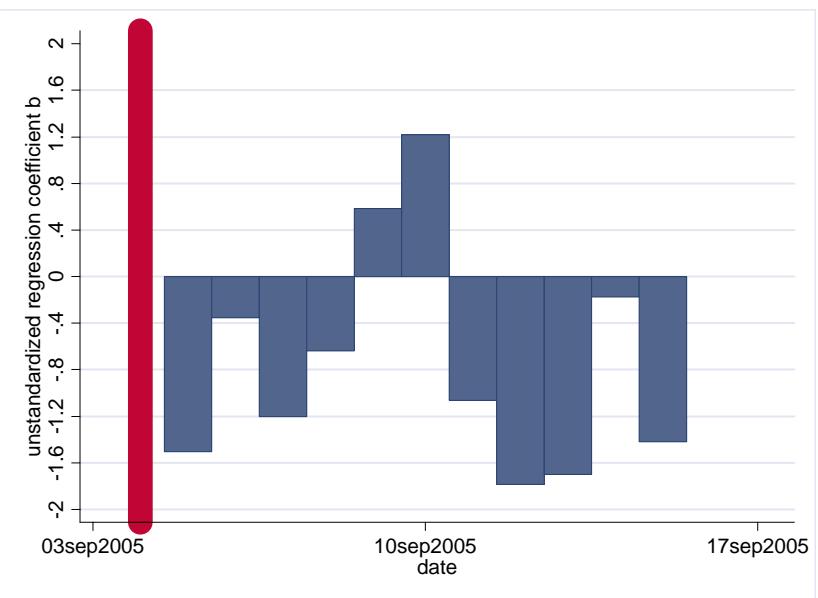
Source: RCS survey, Model: Debate Perception, Party Identification for CDU, Feeling Thermometer Merkel, Competence CDU on Vote Intention CDU, Logit

21

Seen



Not seen

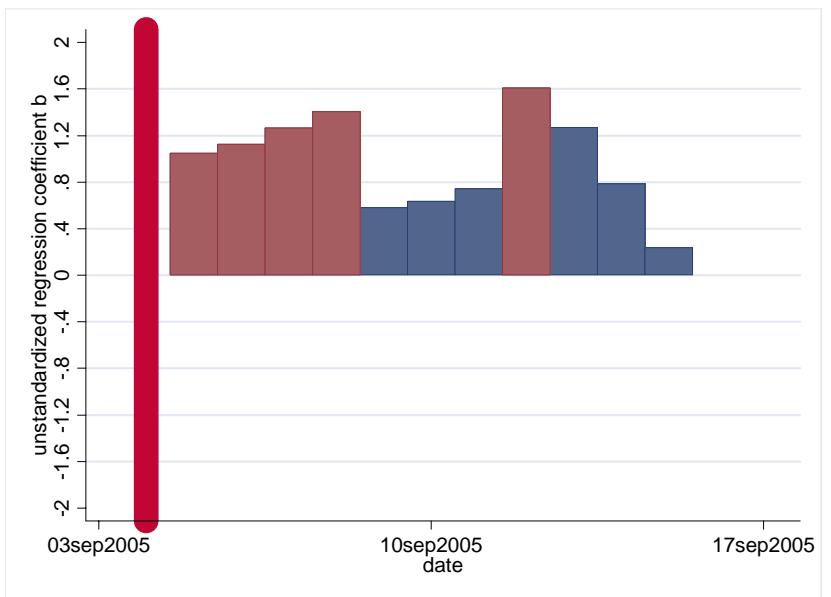


EFFECTS ON VOTING INTENTIONS

Source: RCS survey, Model: Debate Perception, Party Identification for SPD, Feeling Thermeter Schröder, Competence SPD on Vote Intention SPD, Logit

22

Seen



Not seen

