Duels, Elephant Rounds and Other Events
Campaign Dynamics in the 2005 German National Election


Thorsten Faas, Rüdiger Schmitt-Beck
Institut für Politikwissenschaft
Universität Duisburg-Essen

Email:
Thorsten.Faas@uni-due.de
Ruediger.Schmitt-Beck@uni-due.de

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I Data
II Exposure to Debates
III Perception of Debates
IV Effects of Debates
DATA: A ROLLING CROSS SECTION SURVEY

I. Data

II. Exposure

III. Perception

IV. Effects

Election 2005

Preelection-RCS

Post-Election 2nd wave
N=2.420

N = 3.583

August

September

October

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DATA: NUMBER OF INTERVIEWS PER DAY

Mean: 87
N=3.583
I. Data
II. Exposure to Debates
III. Perception of Debates
IV. Effects of Debates
EXPOSURE: WHO WATCHED? WHO DIDN‘T?

Source: RCS Survey, predicted probabilities from a logit model

Interest in Politics

TV consumption

Interest in Campaign

Party Identification

NOT SIGNIFICANT

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PERCEPTIONS: WHO WON THE DUEL?

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

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

Excluding respondents who don’t know or haven’t heard anything about outcome from the middle category
PERCEPTIONS: STABILITY OVER TIME

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

I. Data
II. Exposure
III. Perception
IV. Effects

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MICHIGAN MODEL OF VOTING AND DEBATES

I. Data
II. Exposure
III. Perception
IV. Effects

Party Identification

Candidates

Issues

Duel

Vote
MICHIGAN MODEL OF VOTING AND DEBATES

• For example:

  – FeelingThermometer_{Schröder} = PartyIdentification_{SPD} + Exposure_{Duel}

  – FeelingThermometer_{Schröder-Merkel} = PartyIdentification_{SPD} + PartyIdentification_{CDU} + Perception_{Schröder-Merkel}

  – Vote_{CDU} = PartyIdentification_{CDU} + FeelingThermometer_{Merkel} + IssueCompetence_{CDU} + Perception_{Merkel}
• 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
EFFECTS ON CANDIDATES' FEELING THERMOTERS

EFFECTS ON VOTING INTENTIONs

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

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EFFECTS ON VOTING INTENTIONS

Source: RCS survey, Model: Debate Exposure, Party Identification for SPD, Feeling Thermeter Schröder, Competence SPD on Vote Intention SPD, Logit
EFFECTS ON VOTING INTENTIONS

Source: RCS survey, Model: Debate Perception, Party Identification for CDU, Feeling Thermeter 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
EFFECTS ON VOTING INTENTIONS

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

Seen

Not seen

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

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