The making of electoral campaigns

Course code: 32P931
Credits: 10 (10 EC)
Year: 2010-2011
Lecturers: Dr. M.L. Sudulich and A.S. Walter M.Phil
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Objectives

- To gain knowledge about the most important international research on electoral campaigns.

- To learn how to set up a research design and to empirically test theory driven hypotheses.

- To gain experience in collecting data (mainly content analysis) and data analysis.

- To learn how to properly report research results in an individually written bachelor thesis and present them verbally to an audience.

Contents

This course explores and analyzes electoral campaigns. The course begins by offering an overview of international research on political campaigning. Moreover, it looks at key actors in political campaigning, such as political parties and candidates as well as campaign advisers and marketing techniques. In so doing the most important features of professionalized campaigning will be discussed and disentangled. The course will provide an overview of the historical development of electoral campaigns and each phase will be analyzed in conjunction with its real word implications. The course will pose key questions in the campaign literature, such as "Do campaigns

matter?" and "What are the tangible effects of electoral campaigns?" and students will be challenged with the task of providing answers. Throughout the course the 2010 Dutch and British Parliamentary Elections will serve as cases of analysis. Students are expected to write a bachelor thesis on one of the discussed aspects of electoral campaigns and make use in their analysis of available (semi) party controlled sources, such as party election broadcasts (television/radio ads), party websites, party conference speeches, election debates and party you tube/twitter accounts.

Contacts

Dr. Laura Sudulich

I don't hold office hours, so if you want to make sure I am at my office, please send me an email at m.l.sudulich@uva.nl and arrange an appointment.
My office is Room 2.54, second floor of Political Science.

Annemarie Walter M.Phil

I don't have regular office hours, make an appointment beforehand by e-mail at a.s.walter@uva.nl. My office is Room 1.34, the first floor of Political Science in the hallway on the other side of the common room.

Attendance

You are required not to miss more than 2 classes. Penalties will apply. Deadlines have to be respected by everybody. You are required to do weekly readings, please make sure you have done them so that you can participate in the discussion. The format of discussion can take the form of subgroups' presentations. Remember that part of your final grade depends on attendance and participation.

Assignments

You are required to hand in a short assignment every week. The brief assignment (max. 300 words) will consist of research ideas and research questions based on the weekly readings. Please hand in one day in advance via BlackBoard.

Before week 10 you are required to hand in a research proposal on which you will base your BP. Week 10 and 11 are dedicated to students' presentations, and you are all expected to attend and provide feedback to your classmates.

Schedule

February		
2	W1	Introduction
9	W2	History of campaigns (Laura Sudulich)
16	W3	Political Advertising (Annemarie Walter)
23	W4	Negative Campaigning (Annemarie)
March		
2	W5	Cyber-campaigning I (Laura)
9	W6	Cyber-campaigning II (Laura)
16	W7	Issue Marketing (Annemarie) & Guest Lecture Shahied Badoella (Campaign manager Christian Union)
23	TENTAMEN	NO CLASS
30	W8	Election Debates (Annemarie)
April		
6	W9	Campaign Financing (Laura)
13	W10	Presentations
20	W11	Presentations

Literature

Week 2. The Changing Nature of Electoral Campaigns

- Norris, P. (2005). *Developments in party communications*. National Democratic Institute for International, Affairs, National Democratic Institute for International Affairs (NDI). Online @: www.ndi.org/files/1950_polpart_norris_110105.pdf
- Oates, S. (2008). *Introduction to Media and Politics*, SAGE. (Chapter 5, Media and Elections)
- Gibson R.K. and Rommele A. (2009). Measuring the Professionalization of Political Campaigning, *Party Politics May 2009* Vol. 15 no. 3, pp. 265-293

Week 3. Political Advertising

- Holtz-Bacha, C. and L. L. Kaid (2006) 'Political Advertising in International Comparison' in: L. L. Kaid and C. Holtz Bacha (eds.) *The Sage Handbook of Political Advertising,* pp. 3-14. Thousand Oaks: Sage
- Johnston, A. and L. L. Kaid (2002) Image Ads in U.S. Presidential Advertising: Using Videostyle to Explore Stylistic Differences in Televised Ads from 1952-2000, *Journal of Communication*, Vol. 52, pp. 281-300.

- B. I. Newman (1994) *The Marketing of the President: Political Marketing as Campaign Strategy*. Thousand Oaks: Sage Publications (Chapter 4 Voter Segmentation and 5 Candidate Positioning)
- Shaw, D. R. (2006) *The race to 270: The electoral college and the campaign strategies of 2000 and 2004.* Chicago: University of Chicago Press (Chapter 4 Allocating Campaign Resources across States and Media Markets)

Week 4. Negative Campaigning

- Lau, R. R., L. Sigelman and I. B. Rovner (2007) The Effects of Negative Political Campaigns: A Meta-Analytic Reassessment, *Journal of Politics*, Vol. 69, pp. 1167-1209.
- Mayer, W. G. (1996) In Defense of Negative Campaigning, *Political Science Quarterly*, Vol. 11, No. 3, pp. 437-455.
- Damore, D. F. (2002) Strategy and the Decision to Go Negative, *Political Research Quarterly*, Vol. 55, No. 3, pp. 669-686.
- Walter, A. S. and C. de Vries (2009) 'When the Gloves Come Off: Inter-Party Variation in Negative Campaigning'. Paper presented at APSA, panel Legislative Elections and Representation, 3-6 September 2009, Toronto, Canada, 47 pp.

Week 5. New Media and Campaigns I

- Anstead, N. and Chadwick, A. (2008) 'Parties, Election Campaigning and the Internet: Toward A Comparative Institutional Approach' in A. Chadwick & P. Howard (Eds.), *Handbook of Internet Politics*. New York: Routledge, pp.56-71.
- Gulati, G. J. J. and C. B. Williams (2007). "Closing the gap, raising the bar: Candidate web site communication in the 2006 campaigns for congress." *Social Science Computer Review* 25(4): 443.
- Vaccari, C. '"Technology Is a Commodity": The Internet in the 2008 United States Presidential Election', *Journal of Information Technology & Politics*, Vol. 7, No. 4, 318 - 339

Week 6. New Media and Campaigns II

- Wallsten, K. (2010) "Yes We Can": How Online Viewership, Blog Discussion, Campaign Statements, and Mainstream Media Coverage Produced a Viral Video Phenomenon, *Journal of Information Technology & Politics*, Vol. 7, No. 2, pp. 163 -181.
- Sudulich, M.L. and Wall, M. (2010) "Every Little Helps": Cyber-Campaigning in the 2007 Irish General Election', *Journal of Information Technology & Politics*, Vol. 7, No. 4, pp. 340 – 355
- Gibson, R. K. and I. McAllister (2006). "Does Cyber-Campaigning Win Votes? Online Communication in the 2004 Australian Election." *Journal of Elections, Public Opinion & Parties,* Vol. 16, No. 3, pp. 243-263.
- Williams, C. a. G. G. (2008c). What is a Social Network Worth? Facebook and Vote Share in the 2008 Presidential Primaries. Paper presented at the Annual

Meeting of the American Political Science Association, Boston, MA, August 28- 31, 2008.

Week 7. Issue Marketing

- Budge, I. and D. Farlie (1983) Party Competition-Selective Emphasis or Direct Confrontation ? An Alternative View with Data, in: H. Daalder and P. Mair *West European Party Systems: Continuity and Change*, pp. 267-305. London: Sage Publications
- Hillygus, D. S. and T. Shields (2008) 'The Reciprocal Campaign' in*: The Persuadable Voter: Wedge Issues in Presidential Campaigns*, pp. 18-48. Princeton: Princeton University Press (please read till page 42)
- Walgrave, S., J. Levefre and M. Nuytemans (2009) Issue Ownership Stability and Change: How Political Parties Claim and Maintain Issues Through Media Appearances, *Political Communication*, Vol. 26, pp. 153-172.
- Sigelman, L. and E. H. Buell Jr. (2004) Avoidance or Engagement? Issue Convergence in U.S. Presidential Campaigns, 1960-2000, *American Journal of Political Science*, Vol. 48, No. 4, pp. 650-661.

Week 8. Election Debates

- Blais, A. and A. M. L. Perella (2008) Systemic Effects of Televised Candidate Debates, *The International Journal of Press/Politics*, Vol. 13, No. 4, pp. 451-464.
- Benoit, W. L. and G. J. Hansen (2001) Presidential Debate Questions and the Public Agenda, *Communication Quarterly*, Vol. 49, No. 2, pp. 130-141.
- Ben-Porath, E. N. (2007) Question Bias and Violations of Comparability in Intraparty Debates: Iowa and New Hampshire, 2004, *Communication Quarterly*, Vol. 55, No. 4, pp. 375 - 396.
- Carlin, D. B., E. Morris and S. Smith (2001) The Influence of Format and Questions on Candidates' Strategic Argument Choices in the 2000 Presidential Debates , *American Behavioral Scientist*, Vol. 44, No. 12, pp. 2196-2218.

Week 9. Campaign Spending

- Anstead, N. (2008) The Internet and Campaign Finance in the US and the UK: An Institutional Comparison, *Journal of Information Technology and Politics*, Vol. 5, No. 3, pp.285-302.
- McNeal, R. and Hale K. (2010). E-Disclosure of Campaign Finance Information: Divergent Interests in the States, *Journal of Information Technology & Politics*, 1, pp. 52 - 66
- Sudulich, M.L. and Wall M. (2011). How do candidates spend their money? Objects of campaign spending and the effectiveness of diversification, *Electoral Studies*, In Press, available online *10 October 2010.*
- Renner T. (2010). The case of the Dictator's Daughter, paper presented at the 2010 EPOPO conference, Essex, September 10-12, 2010.