

## The making of electoral campaigns

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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:

I don't held 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](mailto:m.l.sudulich@uva.nl) and arrange an appointment.  
My office is Room 2.54, second floor of Politicologie.

### Attendance and assignments

You are required not to miss more than 1 class. 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 and course-work in class.

You are required to print out or have with you in electronic format the articles indicated here under the heading "In class work", which will constitute a key component of each class.

**Remember that part of your final grade depends on attendance and participation.**

### Deadlines and grades

The final deadline for submission on theses is **June 28<sup>th</sup>**. Students that fail getting a sufficient grade will be given the opportunity of resubmitting, without supervision, within **3 weeks**. **The theses are marked by the lecturer and a second reader. Theses received after the deadline will be downgraded by half a point per day.**

### Calendar

April		
	Substantive topic	Research design
4 <sup>th</sup> W1	Introduction to the study of electoral campaigns	Substantial elements of a BA thesis; self organization; meetings and interests
18 <sup>th</sup> W2	The changing nature of electoral campaigns	Research question
25 <sup>th</sup> W3	Media and campaigns, debates, old and new media	Theory and hypothesis
May		
2 <sup>nd</sup> W4	The Obama campaign	Data and Methods
9 <sup>th</sup> W5	Negative campaign	Substantial issues encountered and problem solving
16 <sup>th</sup> W6	Money and campaigns	Students presentations

**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](http://www.ndi.org/files/1950_polpart_norris_110105.pdf)
- Farrell D. and Webb P. (2000). Political Parties as Campaign Organizations, in Parties without partisans: political change in advanced industrial democracies Russell J. Dalton, Martin P. Wattenberg. Oxford University Press.

In class work:

Gibson R.K. and Rommele A. (2009). Measuring the Professionalization of Political Campaigning, *Party Politics May 2009 vol. 15 no. 3 265-293*

**Week 3. Media and campaigns debates, old and new media**

- Oates, S. (2008). Introduction to Media and Politics, SAGE. (Chapter 5, Media and Elections)
- Anstead, N & 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.
- Chadwick, A. (2011) 'Britain's First Live Televised Party Leaders' Debate: From the News Cycle to the Political Information Cycle' *Parliamentary Affairs* 64 (1), pp. 24-44.

In class work:

Blais A. and Perella A. (2008). Systemic Effects of Televised Candidate Debates, *The International Journal of Press/Politics* October 2008 vol. 13 no. 4 451-464.

**Week 4. The Obama campaign**

- Williams C. and Gulati J. (2008) What is a Social Network Worth? Facebook and Vote Share in the 2008 Presidential Primaries, Prepared for delivery at the 2008 Annual Meeting of the American Political Science Association, Boston, MA, August 28-31, 2008.
- Small T. (2008). The Facebook effect? Online campaigning in the 2008 Canadian and US election. Policy Options, November 2008.
- Vaccari C. (2010). "Technology Is a Commodity": The Internet in the 2008 United States Presidential Election, *Journal of Information Technology and Politics*, 7: 4, 318 — 339.

In class work:

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*, 7: 2, 163 -181.

**Week 5. Negative Campaign**

- Renner T. (2010). The case of the Dictator's Daughter, paper presented at the 2010 EPOP conference, Essex, September 10-12, 2010.
- Freedman, P and Goldstein, K. (1999). Measuring Media Exposure and the Effects of Negative Campaign Ads Author(s): *American Journal of Political Science*, Vol. 43, No. 4, pp. 1189-1208.

In class work:

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 6. Money and campaigns**

- Anstead, N (2008) 'The Internet and Campaign Finance in the US and the UK: An Institutional Comparison' in the *Journal of Information Technology and Politics*, 5 (3), pp.285-302.
- 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.