Personalization of Politics between Television, Internet (and the EUI)

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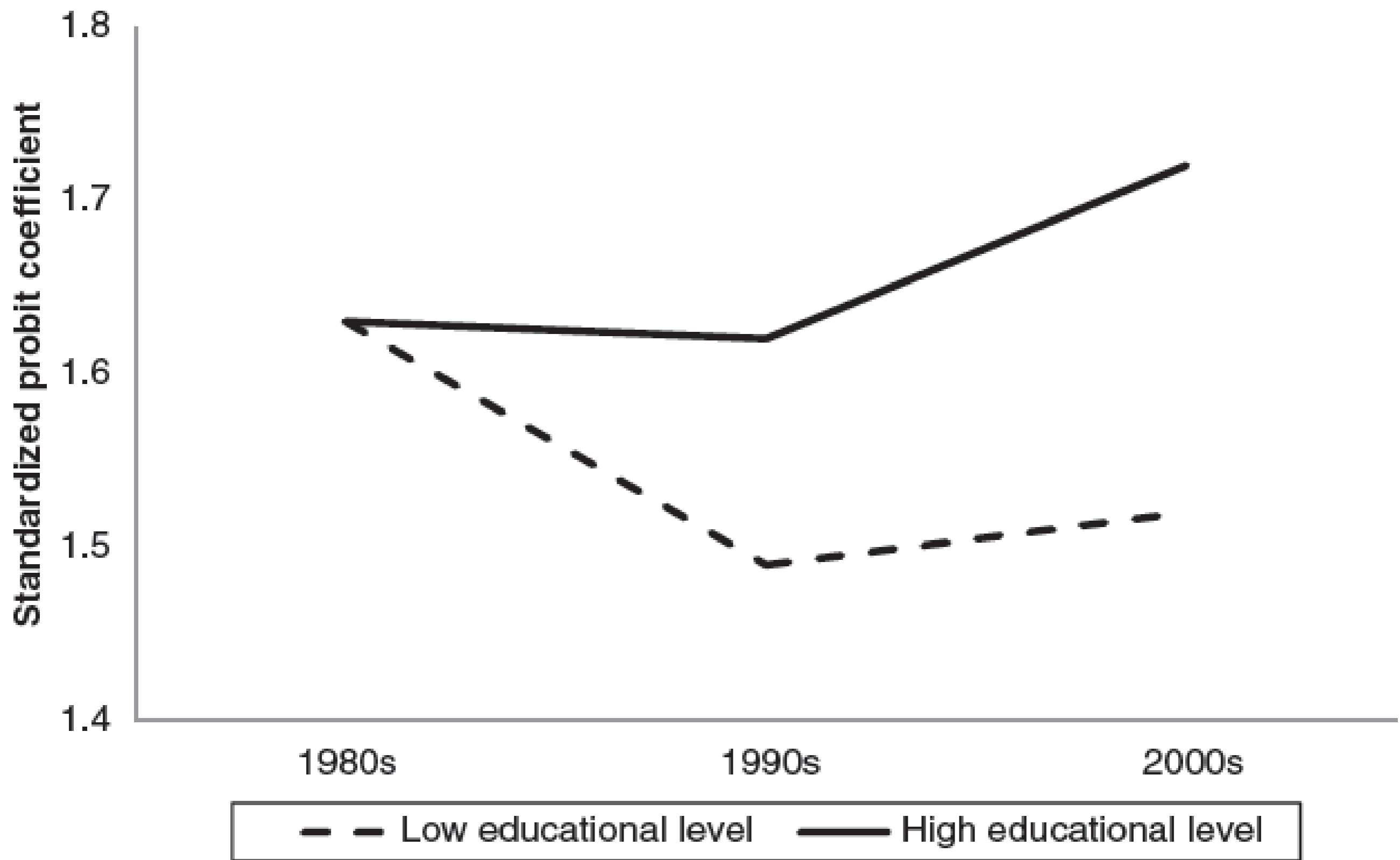|	1980s	1990s	2000s
Britain			
Leader evaluations	0.31 (0.01)**	0.60 (0.02)**	0.85 (0.02)**
Ideological proximity	0.36 (0.01)**	0.41 (0.01)**	0.58 (0.02)**
Economic assessment	0.23 (0.01)**	0.06 (0.01)**	0.16 (0.02)**
Nagelkerke R^2	0.233	0.318	0.361
McFadden R^2	0.123	0.173	0.207
N	10338	11598	13568
Germany			
Leader evaluations	0.85 (0.03)**	0.90 (0.02)**	0.96 (0.03)**
Ideological proximity	0.27 (0.01)**	0.28 (0.02)**	0.41 (0.02)**
Economic assessment	0.01 (0.01)	0.13 (0.02)**	0.06 (0.01)**
Nagelkerke R^2	0.373	0.338	0.399
McFadden R^2	0.226	0.240	0.272
N	10024	17524	11663
The Netherlands			
Leader evaluations	0.49 (0.02)**	0.63 (0.02)**	0.70 (0.02)**
Ideological proximity	0.31 (0.01)**	0.29 (0.01)**	0.31 (0.01)**
Economic assessment	0.04 (0.01)**	−0.01 (0.01)	0.06 (0.01)**
Nagelkerke R^2	0.308	0.256	0.237
McFadden R^2	0.197	0.174	0.173
N	10257	17244	40466

Figure 5.1   Leader effects and voters' educational level, Britain
Note: Full estimation procedure is available in Appendix B.11
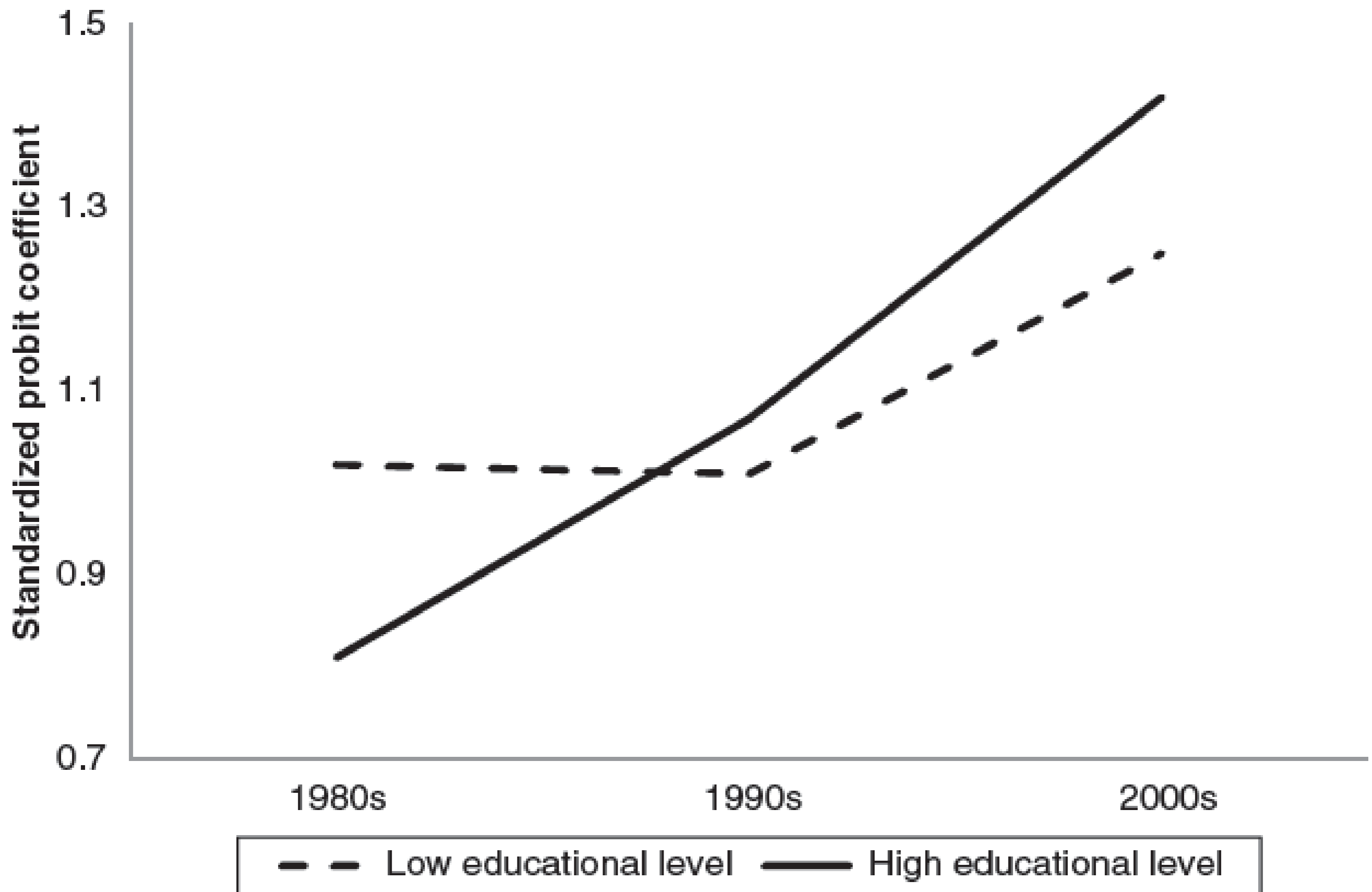
Figure 5.3   Leader effects and voters' educational level, the Netherlands
Note: Full estimation procedure is available in Appendix B.13

What will de-personalize politics, if anything?

Voting Advice Applications (VAAs)

VAAs are non-partisan online tools developed by NGOs, Universities and/or Media Outlets

VAAs help users casting a vote by comparing their policy preferences with those of political parties

Welfare, family and health

Social programmes should be maintained even at the cost of higher taxes
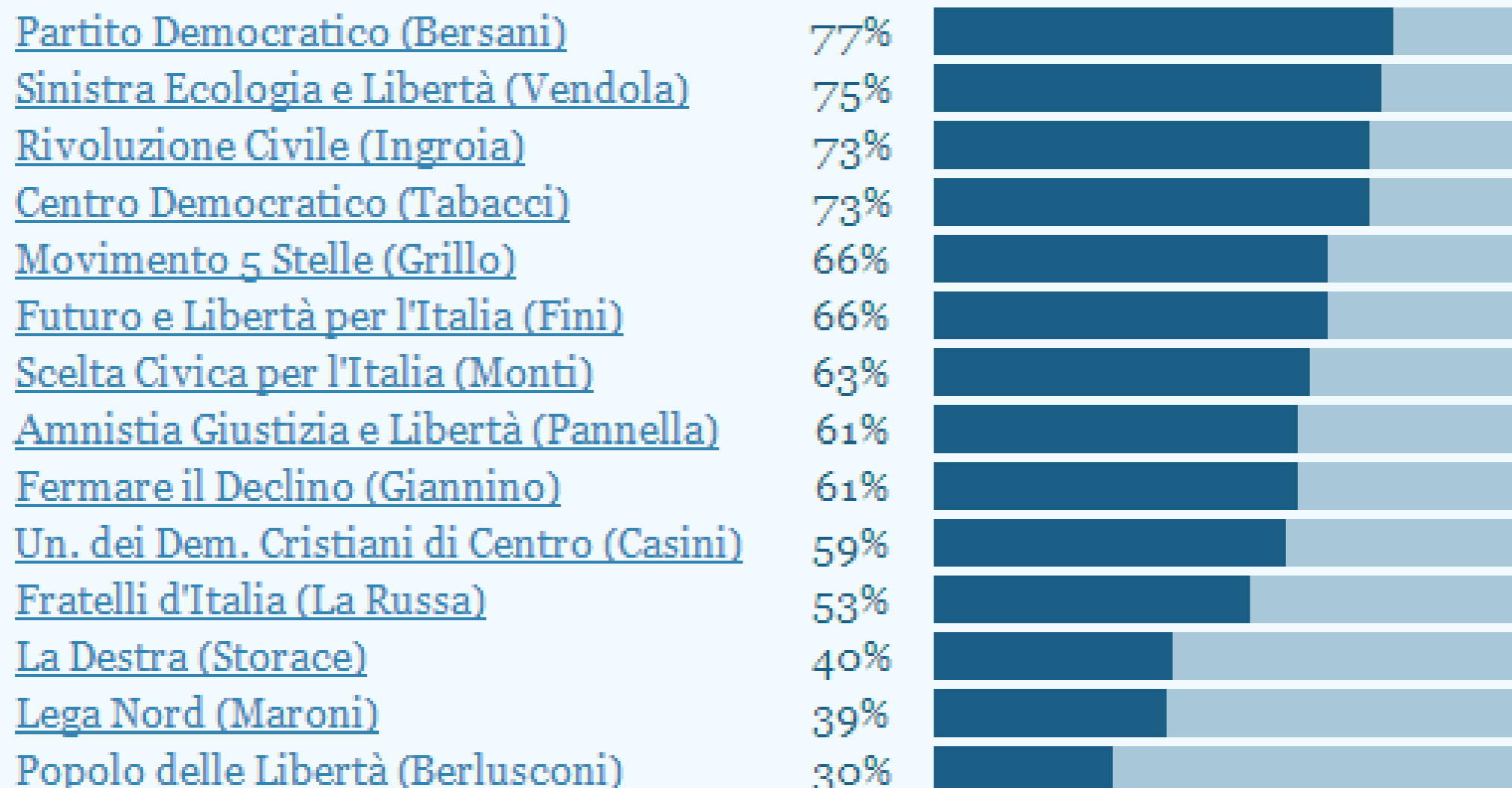
no opinion

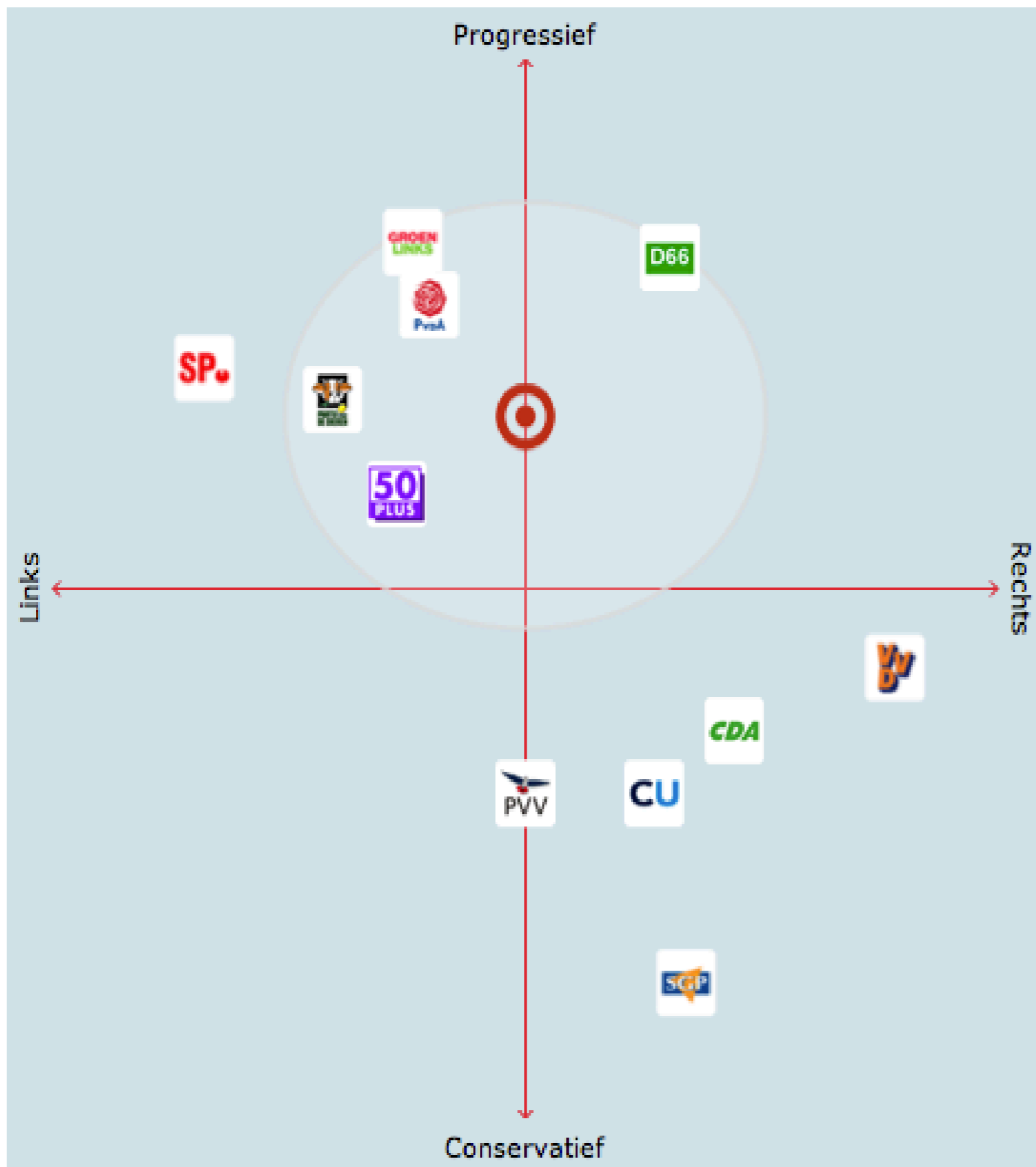| completely agree | tend to agree | neutral | tend to disagree | completely disagree |

The VAA compares the user's profile with that of each party, and through a matching algorithm provides a **voting advice** to users

Partito più vicino

Partito	%	
Partito Democratico (Bersani)	77%	
Sinistra Ecologia e Libertà (Vendola)	75%	
Rivoluzione Civile (Ingroia)	73%	
Centro Democratico (Tabacci)	73%	
Movimento 5 Stelle (Grillo)	66%	
Futuro e Libertà per l'Italia (Fini)	66%	
Scelta Civica per l'Italia (Monti)	63%	
Amnistia Giustizia e Libertà (Pannella)	61%	
Fermare il Declino (Giannino)	61%	
Un. dei Dem. Cristiani di Centro (Casini)	59%	
Fratelli d'Italia (La Russa)	53%	
La Destra (Storace)	40%	
Lega Nord (Maroni)	39%	
Popolo delle Libertà (Berlusconi)	30%	

Puoi confrontare le tue preferenze con le posizioni di ogni singolo partito con un semplice clic sul nome del partito.

Politiek landschap

Progressief

Links — Rechts

Conservatief

GROEN LINKS

D66

PvdA

SP.

50 PLUS

VVD

CDA

PVV CU

SGP

Selecteer belangrijke thema's

	Belangrijk	
Euro(pa)	Ja	Nee
Veiligheid	Ja	Nee
Milieu	Ja	Nee
Inkomen	Ja	Nee
Werk	Ja	Nee
Economie	Ja	Nee
Wonen	Ja	Nee
Wereld	Ja	Nee
Ethiek	Ja	Nee
Zorg	Ja	Nee
Immigratie en Integratie	Ja	Nee

Herbereken uw positie

Positie per stelling

Overige functies

f Vind ik leuk 444   Tweeten 170

History in a nutshell

1989   Dutch *StemWijzer* (paper and pencil)

1998   First online version: 6.500 users

2002   Success > 2 millions

2003   German version (*Wahl-O-Mat*)

Results from the 2016 VAA Census

Source: Voting Advice Applications Research Network
http://www.vaa-research.net

Diffusion: Users

StemWijzer   Over StemWijzer | Veelgestelde vragen

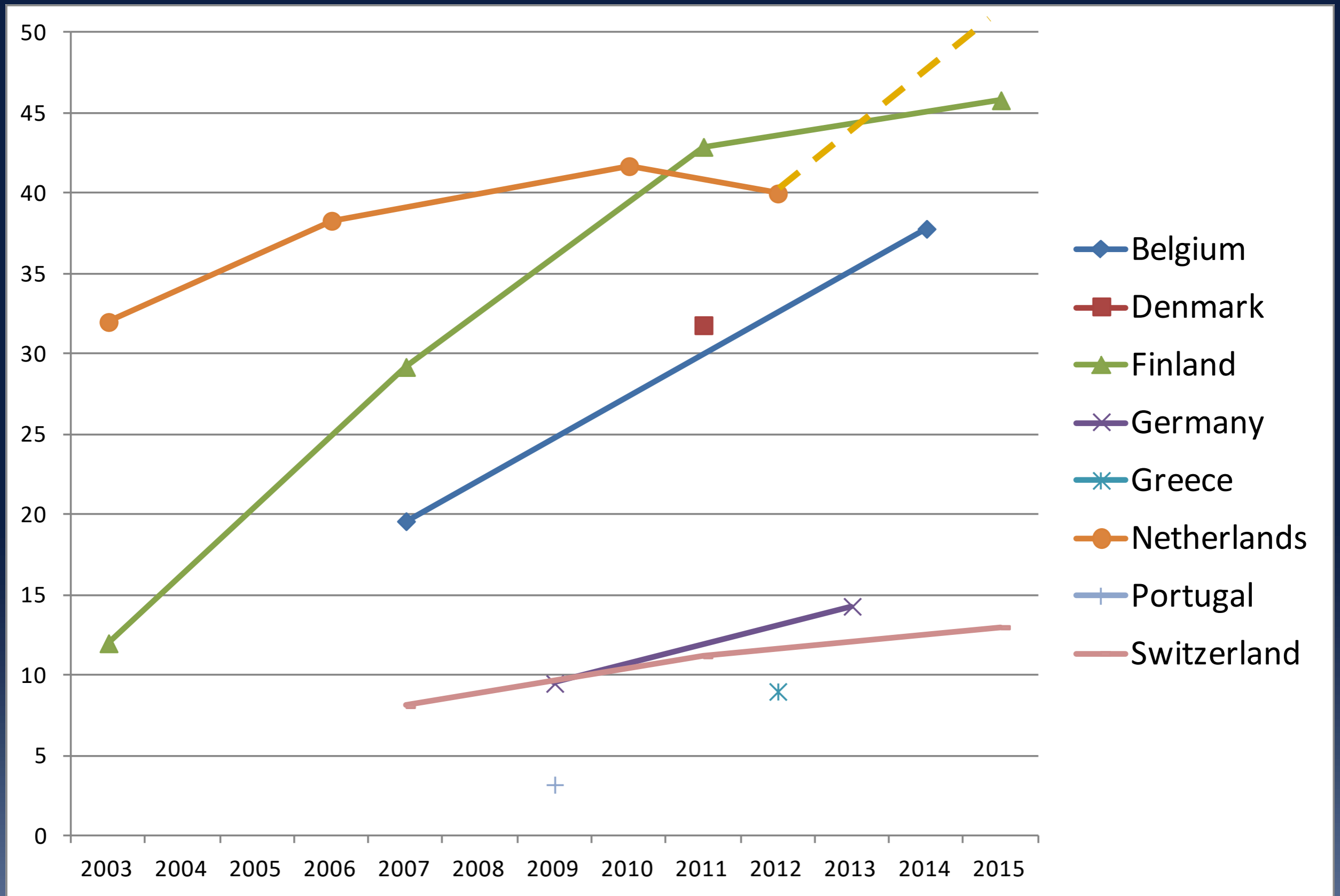Test uw
politieke
voorkeur

Tweede Kamerverkiezingen 2017

Start de StemWijzer ▶

Dit jaar maar liefst **6,8 miljoen** gebruikers voor de **StemWijzer**. Dank!

Diffusion: Users

Source: Respective National Election Studies

Impact on users

▼ Information costs

▲ Political interest

▲ Political knowledge

▲ Political participation (mirror function)

Voting Advice Applications and Electoral Participation

Civic Voluntarism Model

- Information and knowledge as pre-conditions for electoral participation

Low-Information Rationality

- "Reasoning voters" are expected to minimize information costs

- Individuals' probability to cast a vote is inversely proportional to the effort involved in getting informed
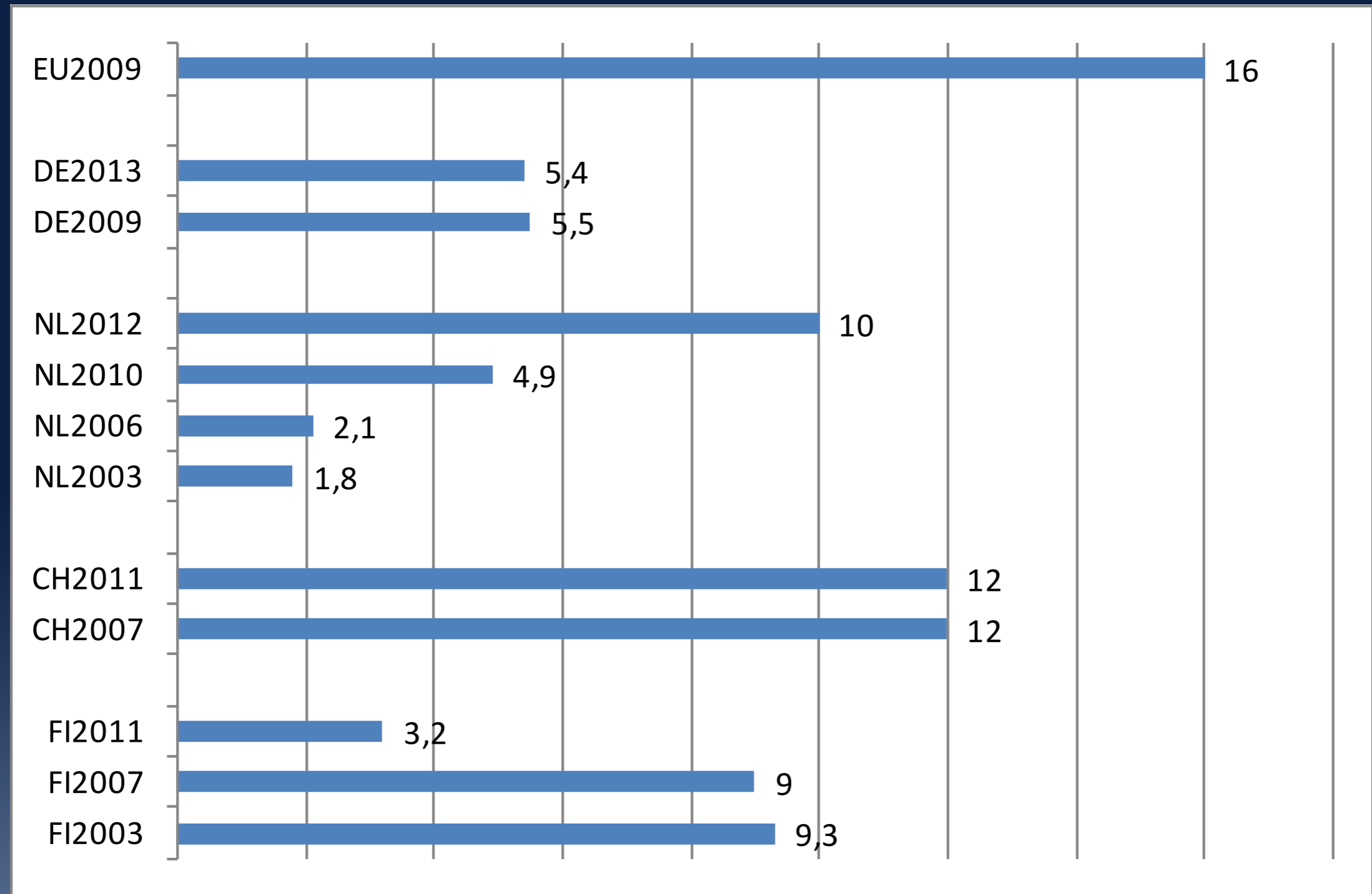
Voting Advice Applications Research

- VAAs provide cheap information and increase interest in and knowledge of political matters

Impact on users:
Turnout
increase in predicted probabilities, individual level

Category	Value
EU2009	16
DE2013	5,4
DE2009	5,5
NL2012	10
NL2010	4,9
NL2006	2,1
NL2003	1,8
CH2011	12
CH2007	12
FI2011	3,2
FI2007	9
FI2003	9,3

The Italian experiment of 2013

Garzia, Trechsel & De Angelis, 2017
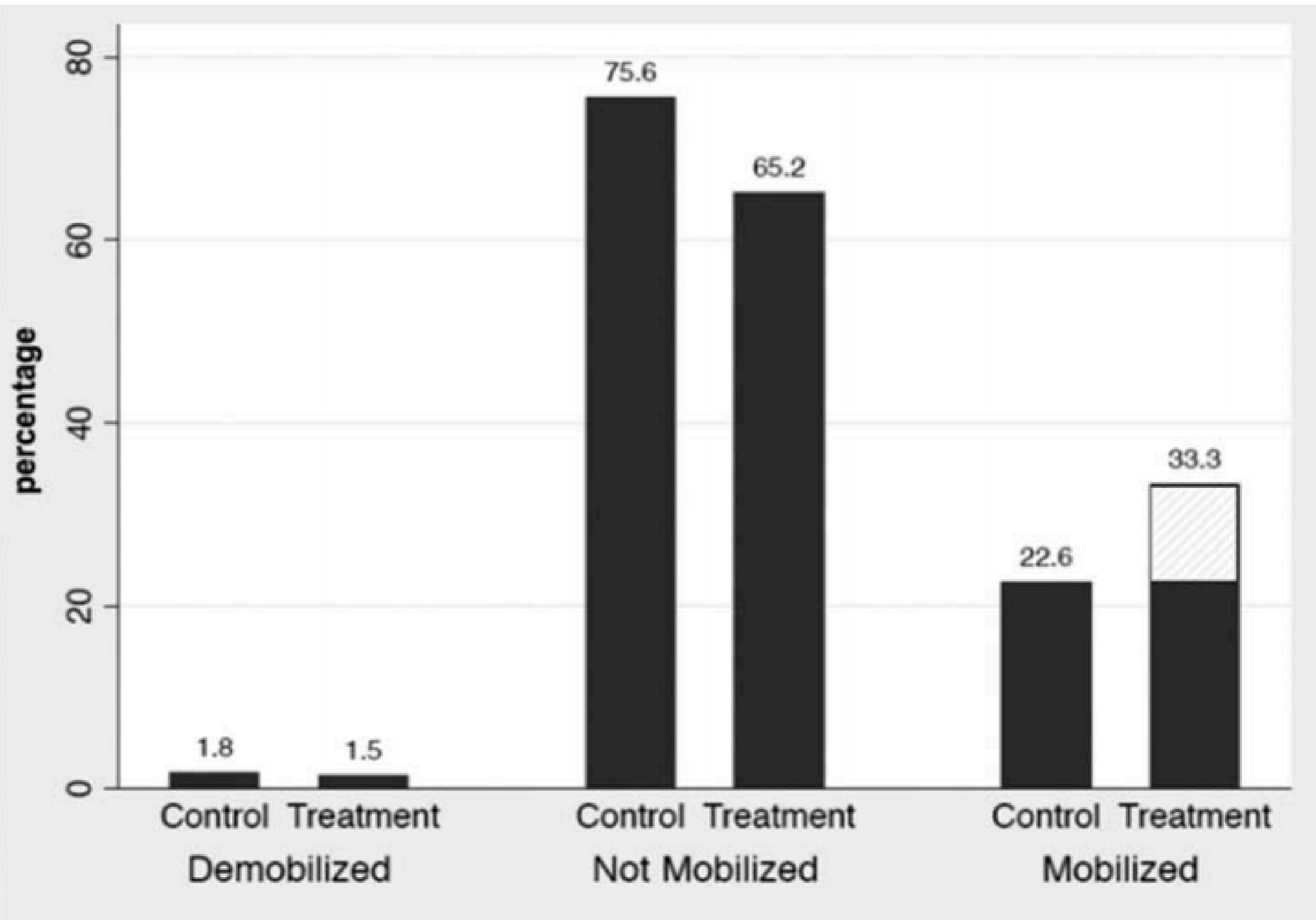in *Political Communication*

The Experimental Protocol

Field experiment (N~1000)

Experimental VAA-platform
-Invited accessibility design

-ITANES pre/post election survey

Response rate: 95%

What next?

What is **eu**and**i?**

Follow-up to EU Profiler 2009

EU28
24 languages

121 experts in the country teams

242 political parties
30 statements (28+2)

7260 coded and documented party positions
IN COLLABORATION WITH THE PARTIES

The Party Dataset (2009-2014)

Garzia, Trechsel & De Sio, 2017 in *Party Politics*

~200 parties coded on the same 18 concrete issue statements

Iterative method: Party self-placement (55% cooperation rate) + Expert Judgement

Beyond the manifesto: Hierarchy of data sources

Inclusion of political parties in the process reduces bias in the case of small/new parties (they know better!)

VAAs are always developed in proximity to elections
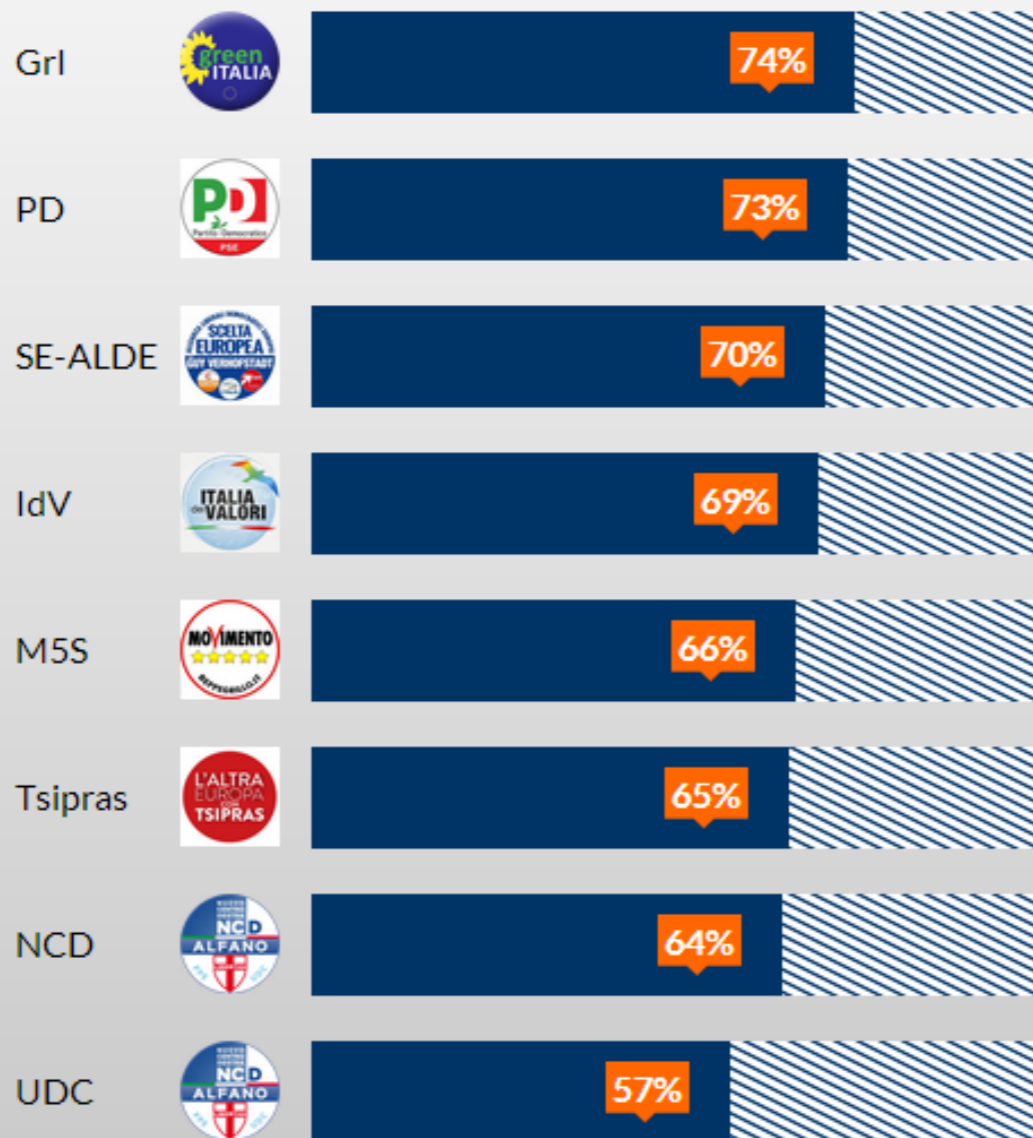*- Reduces the bias inherent to the timing of the study within electoral cycle*

euandi

Home | Issues | Importance | Parties | **Results**

Party Matching

This is the calculated overlap between you and the parties. Click on the parties to find out more

GrI		74%	
PD		73%	
SE-ALDE		70%	
IdV		69%	
M5S		66%	
Tsipras		65%	
NCD		64%	
UDC		57%	

Show parties in...

Italia ▾

Include party size

O | I

Share your nearest political party

f SHARE

Help our research!

Party Matching

My Political Space

My Political Europe

User Matching

euandi communities

euandi

Party Matching

This is the calculated overlap between you and the parties. Click on the parties to find out more

Show parties in...

EELV — **78%**

France ▼

PS — **71%**

UDI-MODEM — **70%**

Include party size

O | I

NPA — **59%**

LO — **59%**

Share your nearest political party

f SHARE

FG — **55%**

UMP — **54%**

MRC — **49%**

Help our research!

Party Matching

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My Political Europe

User Matching

euandi communities
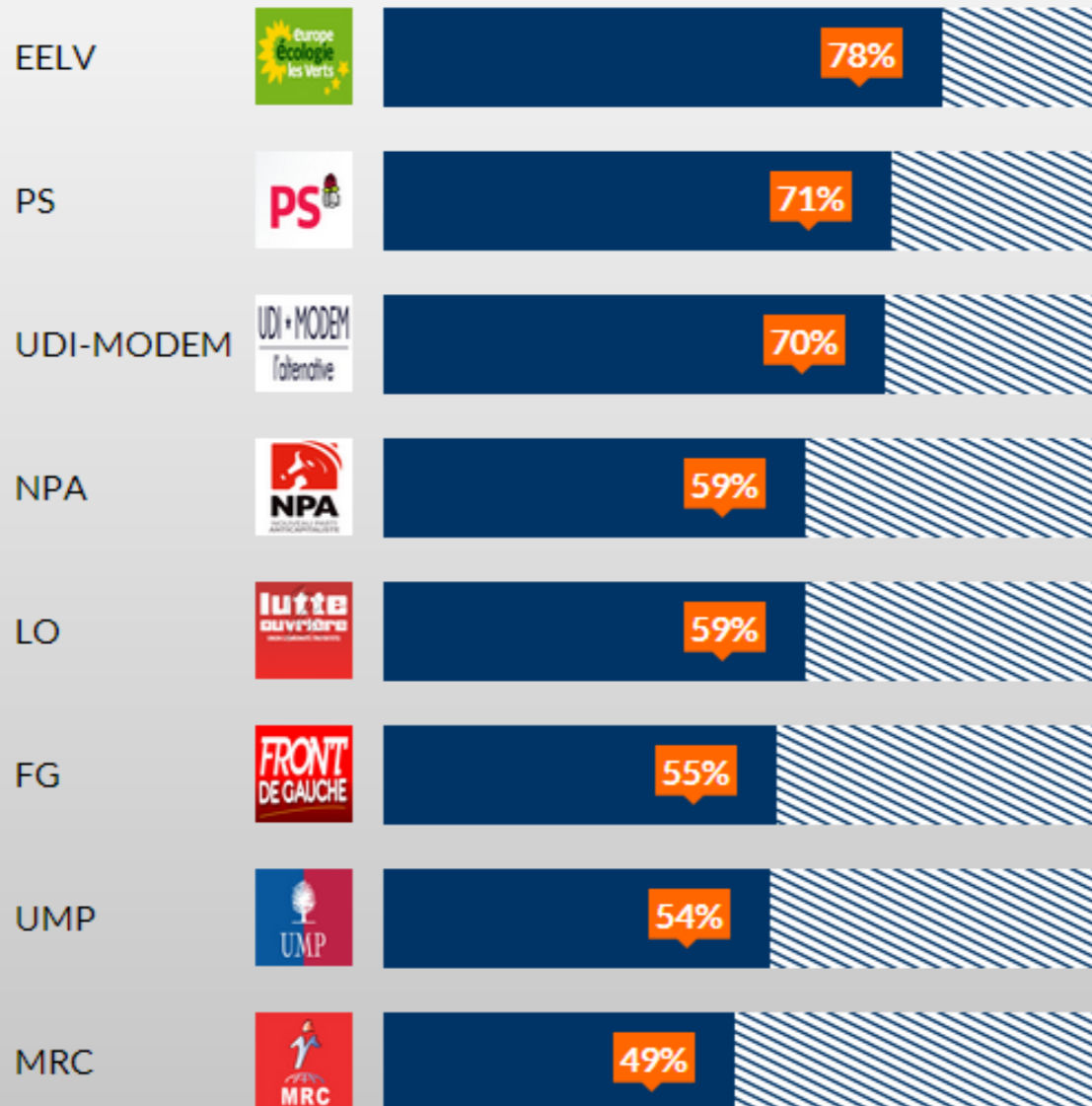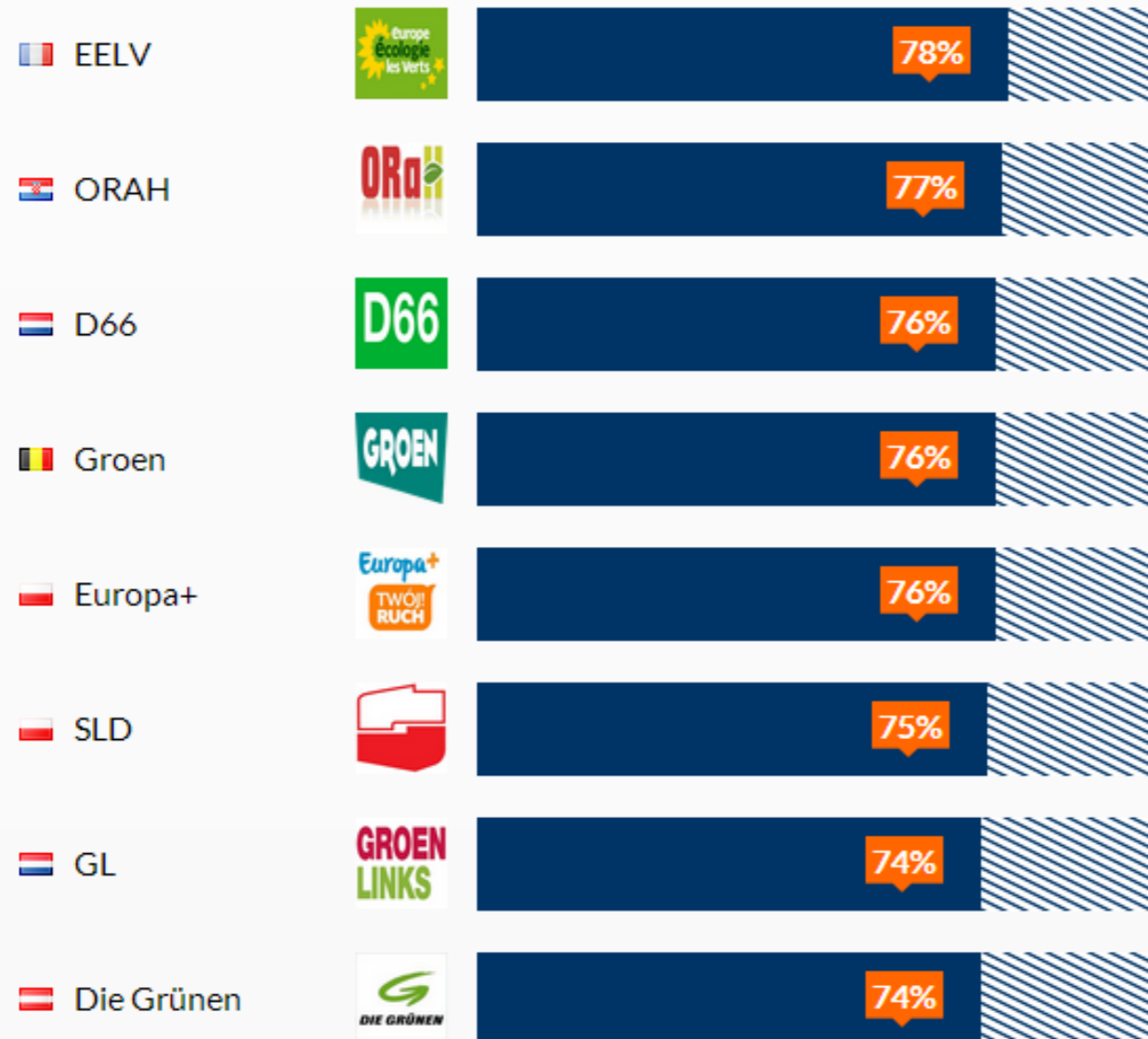
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✔ Like 16k

Home   Issues   Importance   Parties   Results

Party Matching

This is the calculated overlap between you and the parties. Click on the parties to find out more

Show parties in...

🇫🇷 EELV	Europe Écologie les Verts	**78%**	

All EU Countries ▼

🇭🇷 ORAH	ORaH	**77%**	

Include party size

O I

🇳🇱 D66	D66	**76%**	
🇧🇪 Groen	GROEN	**76%**	

Share your nearest political party

f SHARE

🇵🇱 Europa+	Europa+ TWÓJ RUCH	**76%**	
🇵🇱 SLD		**75%**	
🇳🇱 GL	GROEN LINKS	**74%**	
🇦🇹 Die Grünen	DIE GRÜNEN	**74%**	

Help our research!

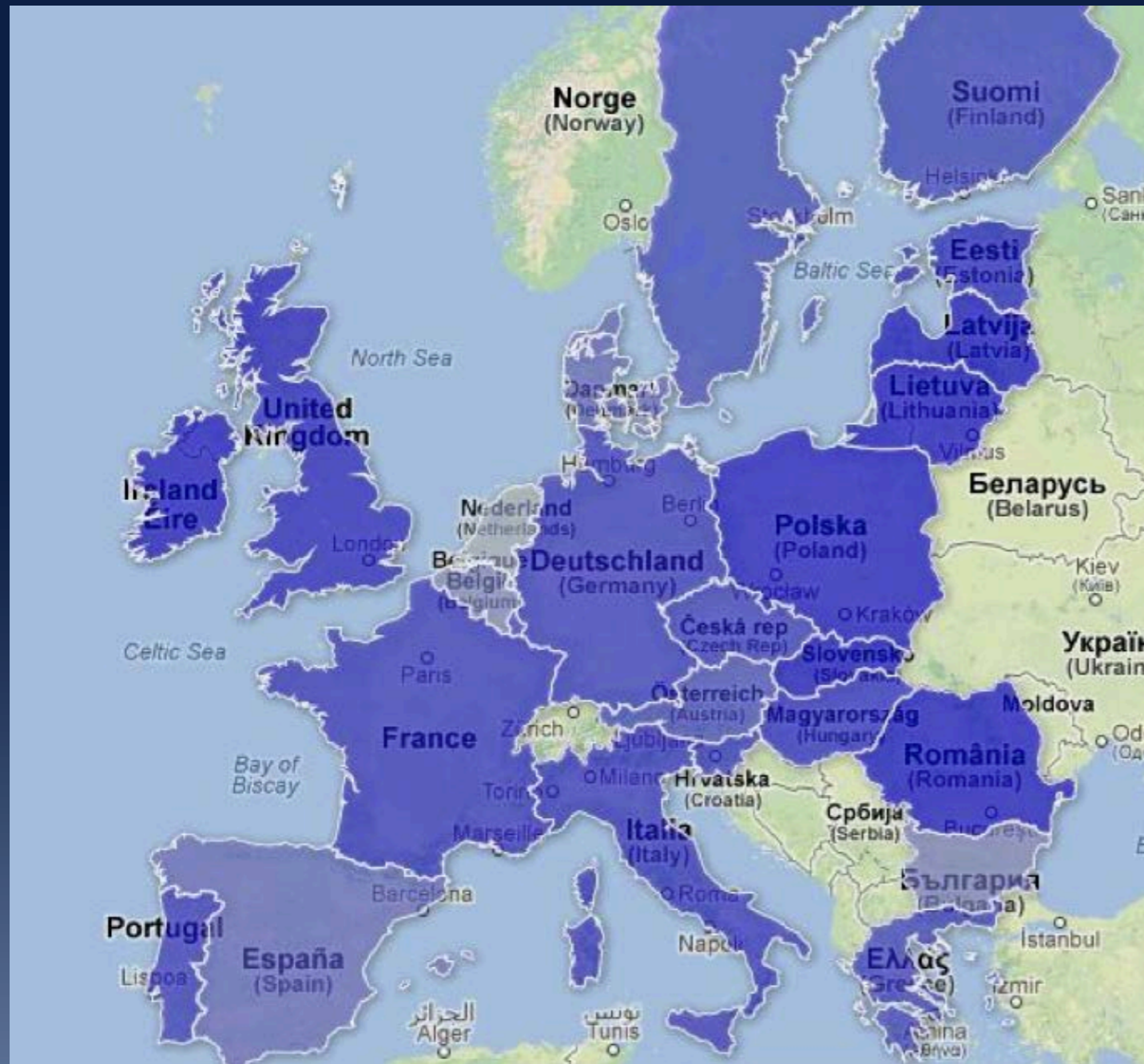Party Matching

My Political Space

My Political Europe

User Matching

euandi communities

The Transnationalization of Europe's Voting Space

Bright, Garzia, Lacey & Trechsel, 2016
in *European Union Politics*
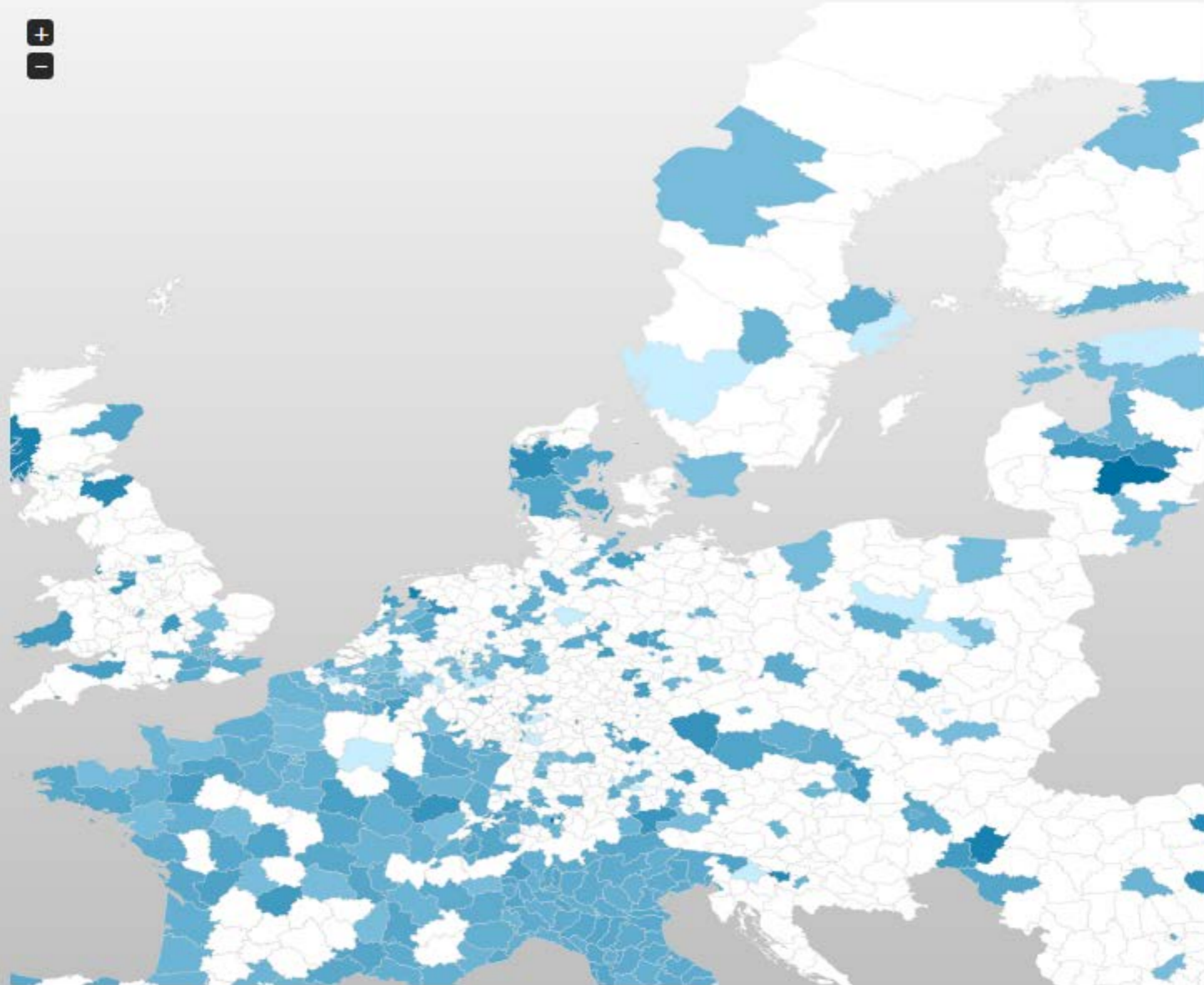

84% of users are potential *party migrants*

18% declare that the VAA made them "want to vote for a party in another country"

And then what?

My Political Europe

Darker areas represent higher proportions of like-minded users. Click the "User Matching" tab to connect!

User Matching

Ilaria Bruna	81%	
Federico Buttò	80%	
Paolo Gandolfi	80%	
Domenico Rusconi	79%	
Nicola Novelli	79%	
Francesco Giaquinto	79%	
Colombo Giannoni	78%	
Dario Paoletti	77%	
Manfredi Pumo	77%	

Users in Europe

Italia ▼

Filter by

choose ▼

choose ▼

choose ▼

filter

facebook

\+ Add people to Group

Thank you!