

The Changing Role of the Media in EU Elections

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News Media and EP Elections

- Two Traditions:
 - A European Public Sphere
 - 2nd order elections, 2nd order news coverage
- “Information Rich” environments → political engagement/participation
 - Political Communication Systems [e.g. partisan press]
 - Electoral Supply

1999, 2004, 2009 EES Media Content Analysis

- 1999 15 countries, 2 broadcasts, 3 newspapers [2 weeks broadcast] – 2 different data sets
- 2004 - 25 countries, 22 languages, 2 television news program and 3 national newspapers from each country, in total we cover all 25 countries
 - (except television news in Cyprus for technical reasons and Luxembourg for linguistic reasons).
- New in 2004 – interior page of newspaper, all European related stories in print, use of MedienTenor
- 2009 – 21 days, 27 countries; 84 newspapers, 59 broadcast outlets

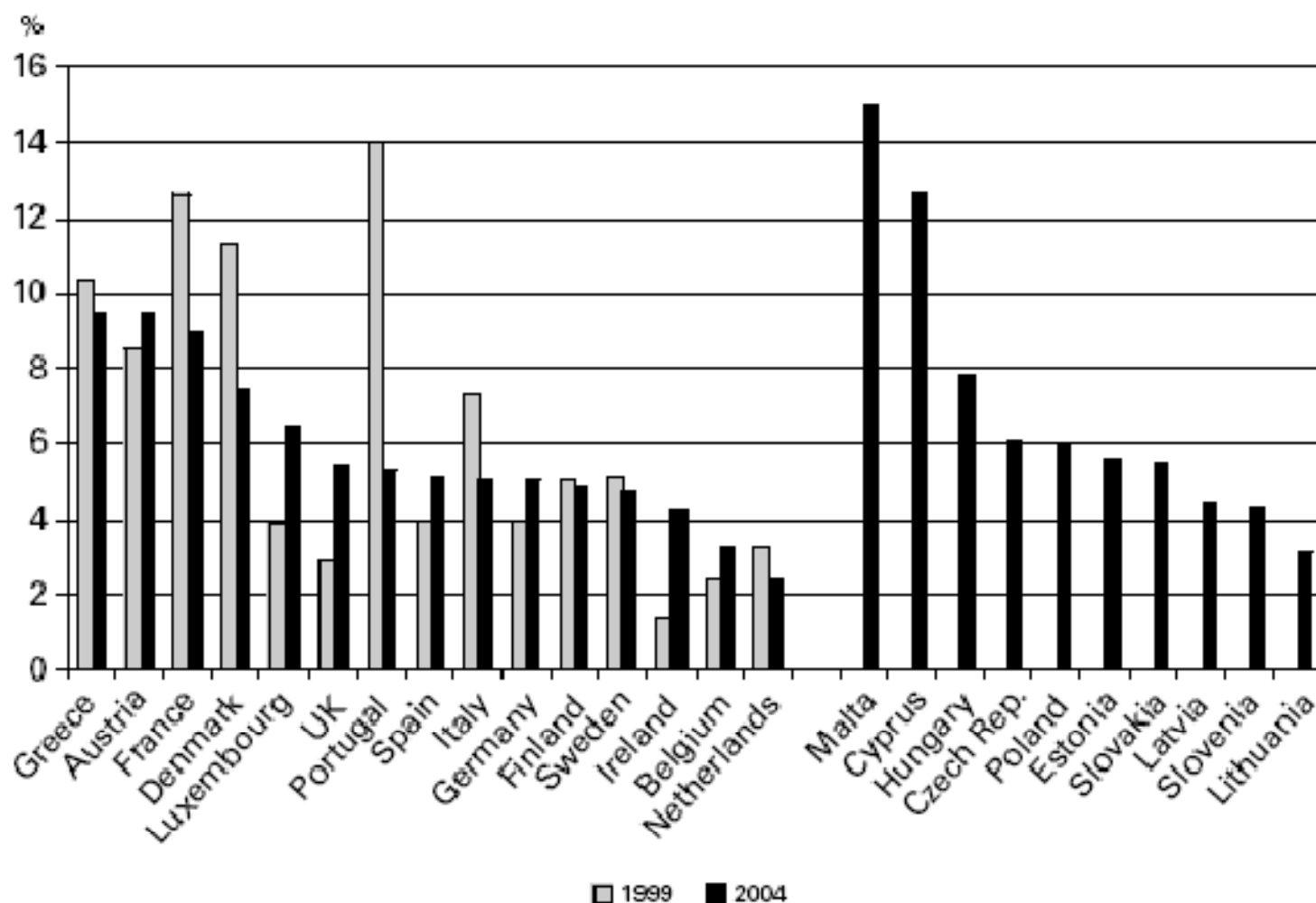


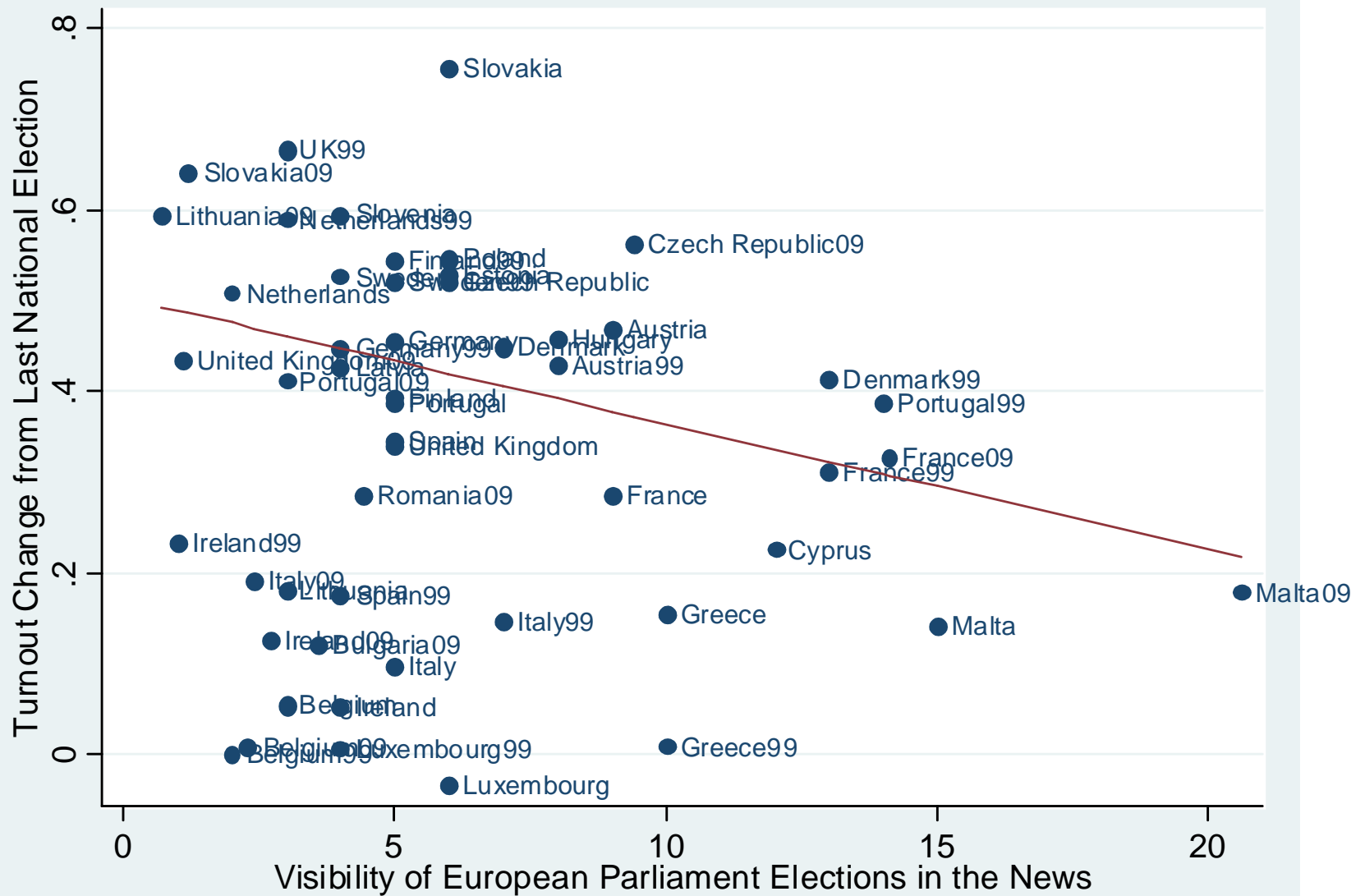
Figure 2 Visibility of EU news on newspaper front pages, 1999 and 2004.

Notes: Values are story-based percentages within the countries and election periods. All stories on newspaper front pages were included. Values display the proportion of news stories about the EP election and about other EU news. 1999: $n = 2224$; 2004: $n = 8280$.

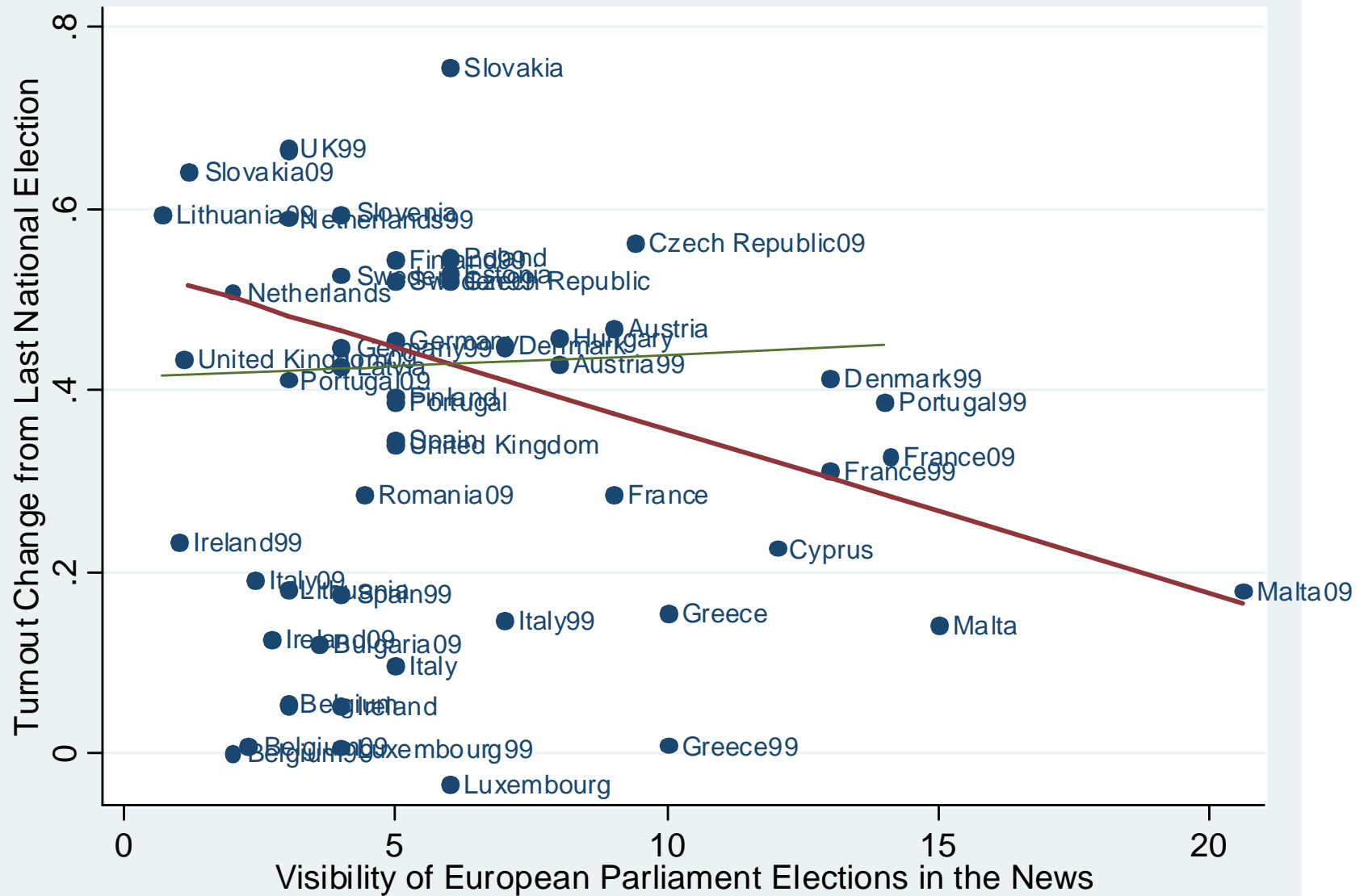
Explaining Variations in Turnout – Mobilization by Media

- Media
 - Visibility of the campaign in the media can increase the amount of information in the electoral environment
 - lowering the costs of voting or can increase the salience of the election in the minds of voters
- Altering the costs and benefits
 - Information
 - Importance/perceived benefits
 - Increased EU support, identity
 - Shift in agenda, EU seen as important issue

Media and Mobilization: 1999, 2004 and 2009 EP Elections



Media and Mobilization: Impact of a Partisan Press Tradition



Campaign Dynamics

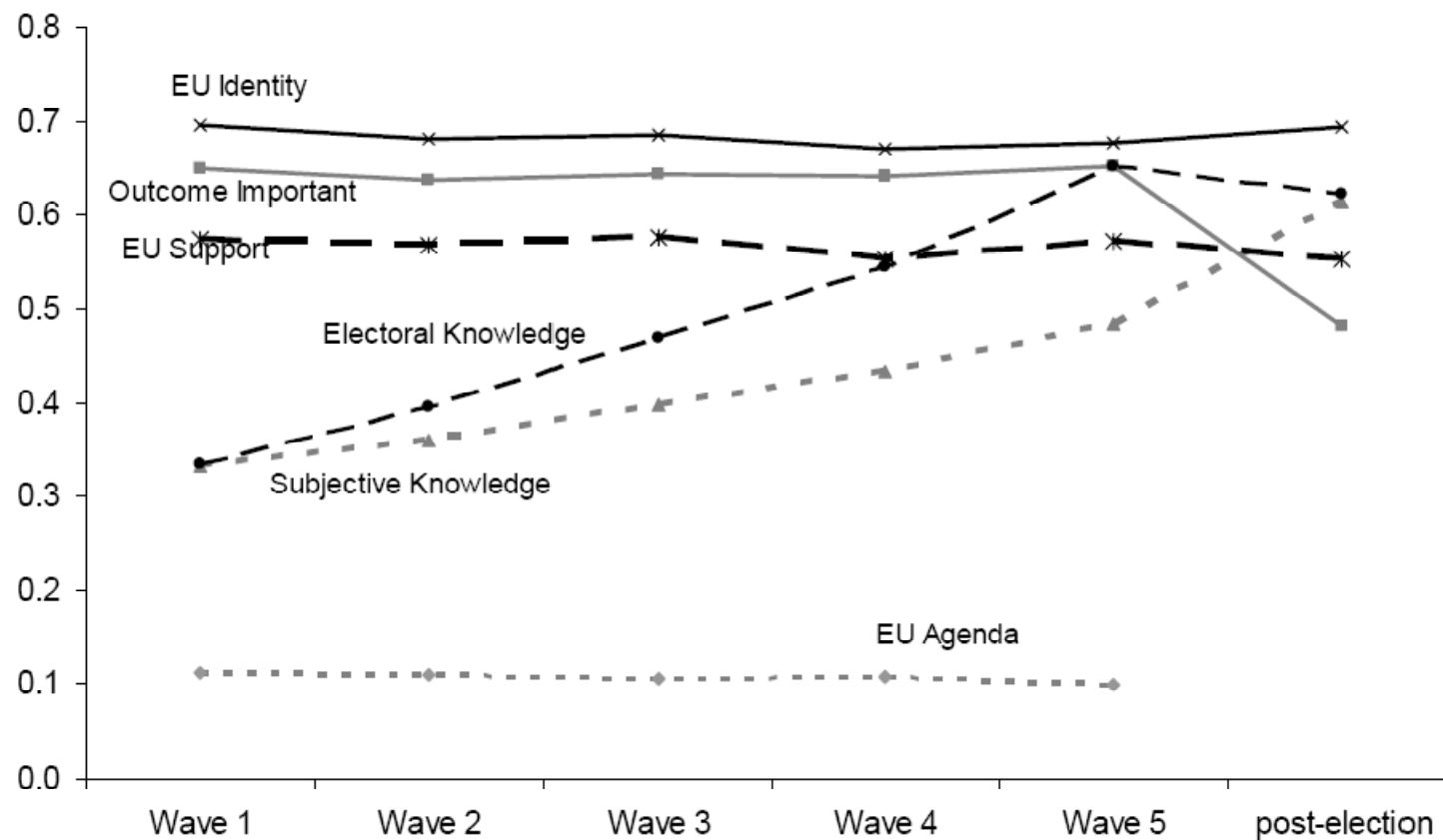


Figure 3. Information, EU Support and Identity: Campaign Dynamics in the 2004 European Parliamentary Election Campaign

Source: 2004 European Election Media Content Study

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2009 Observations

- **Continued low salience (but slight increase in coverage)**
- **Overall negative about EU, EP [but also nat'l govts, e.g. UK]**
- **Framed in terms of domestic news**
- **Still 2nd order**