Yet Another Miniature Campaign. The 2009 German und the UK 2010 Televised Debate in Perspective.

University of Essex, September 11th, 2010

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Some preliminary remarks

II

Exposure

III

Perception

IV

Effects
THE AGE OF TELEVISED DEBATES

• USA
  – 1960 Kennedy – Nixon
  – Ever since 1976

• Germany
  – “institutionalization”

• UK
  – 2010
SIGNIFICANCE

• Most important single events in the course of a campaign

• „Miniature Campaigns“
  - Extremely condensed
  - Major issues are discussed by major players all within 60-120 minutes.
WIN-WIN-WIN-WIN-SITUATION

• Candidates ...
  – Unique opportunity to reach a (huge) audience

• Media:
  – Televised debates perfectly fit to today's default type of campaign coverage – horse-race journalism

• Voters?
  – How do voters „use“ debates?

• Researchers?
  – Perfectly suited to study (mini) campaign and their effects
  – Exposure, perceptions, effects
SURVEY DATA

• Election Study 2002
• RCS 2005
• German Longitudinal Election Study (GLES) 2010 / Cross-Section Post-Election

• BES Post-Election 2010
## Research Design (n=440)

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**Notes:**
- **Pretest Questionnaire**
- **Posttest I Questionnaire**
- **Posttest II Questionnaire**
- **Posttest III Questionnaire**
- **Real-Time Response Measurement (RTR)**
- **Movie**
- **Debate**
- **Instant Analysis**
- **Post-Debate Coverage**
- **After Election Day**
Measuring Real-Time Responses
Some preliminary remarks

Exposure

Perception

Effects
EXPOSURE

- Are the debates still blockbusters?
- Are televised debates the „great equalizer“?
AnyAny
EXPOSURE BY GENDER

[Bar chart showing exposure by gender for Germany 2005, Germany 2009, and UK 2010. The chart indicates the percentage of male and female exposure, with 'Total', 'Male', and 'Female' categories represented by different colors.]

- Germany 2005: Male exposure is significantly higher than female exposure.
- Germany 2009: The male and female exposure is nearly equal.
- UK 2010: Male exposure is higher than female exposure, but less so compared to Germany 2005.

Legend:
- Total
- Male
- Female
EXPOSURE BY AGE

Germany 2005
Germany 2009
UK 2010

Total
-29
-44
-59
60+
EXPOSURE BY INTEREST IN POLITICS

Germany 2005
Germany 2009
UK 2010

Total  None  Low  Medium  High  Very high
Some preliminary remarks

Exposure

Perception

Effects
"We need rules for the global financial markets and we also need an export of the principles of our social market economy."

"We have to stop this downward spirale of wages. ... If you work the whole day, you have to earn enough to have a decent life."

Advantage Steinmeier

Merkel
Some preliminary remarks

Exposure

Perception

Effects
EFFECTS

• Do debates have the power to mobilize?

• If so, which segments of the electorate?
TURNOUT BY EXPOSURE AND INTEREST

GERMANY 2009

- **Low** exposure:
  - Seen debate: 80
  - Not seen debate: 45

- **Medium** exposure:
  - Seen debate: 95
  - Not seen debate: 80

- **High** exposure:
  - Seen debate: 100
  - Not seen debate: 90

**Legend:**
- Blue: Seen debate
- Light blue: Not seen debate
TURNOUT BY EXPOSURE AND INTEREST

UK 2010

Low | Medium | High

Seen debate | Not seen debate

0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100
TURNOUT BY EXPOSURE AND INTEREST

Findings are very robust: significant interaction terms in multivariate models!
RELATED FINDINGS FROM GERMANY

• People with a lower level of interest in politics...
  – ... find debates more helpful (subjectively)
  – ... learn relatively more from debates (objectively)