

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

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I Some preliminary remarks

II Exposure

III Perception

IV Effects

THE AGE OF TELEVISED DEBATES

- **USA**
 - 1960 Kennedy – Nixon
 - Ever since 1976
- **Germany**
 - US-style debates in 2002, 2005 and 2009
 - “institutionalization”
- **UK**
 - 2010

SIGNIFICANCE

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- **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

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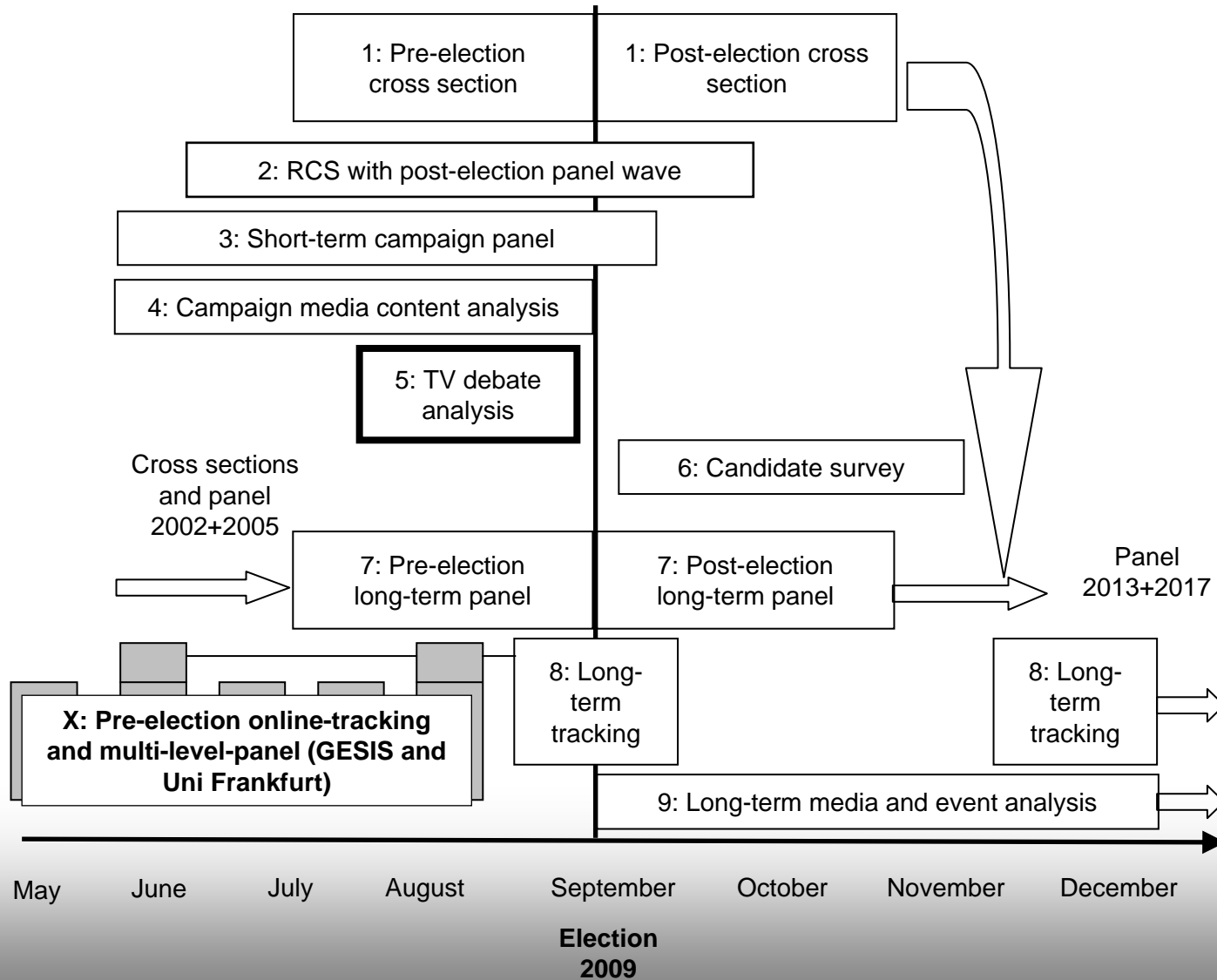
- **Candidates ...**
 - Unique opportunity to reach a (huge) audience
- **Media:**
 - Televised debates perfectly fit to today's default type of campaign coverage – horse-race journalism
- **Voters?**
 - How do voters „use“ debates?
- **Researchers?**
 - Perfectly suited to study (mini) campaign and 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

German Longitudinal Election Study

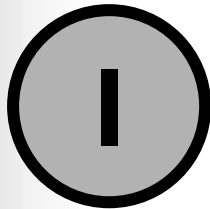


Research Design (n=440)

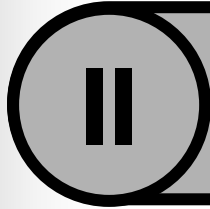
Control Group	Pretest Questionnaire	Movie	Posttest I Questionnaire	Posttest II Questionnaire	Posttest III Questionnaire
Treatment	Pretest Questionnaire	Real-Time Response Measurement (RTR)	Posttest I Questionnaire	Posttest II Questionnaire	Posttest III Questionnaire
Content Analysis	Pre-Debate Coverage	Debate	Instant Analysis	Post-Debate Coverage	
	Prior to debate	During debate	Right after debate	A few days after debate	After Election Day

Measuring Real-Time Responses

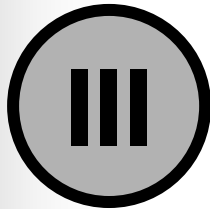




Some preliminary remarks



Exposure



Perception



Effects

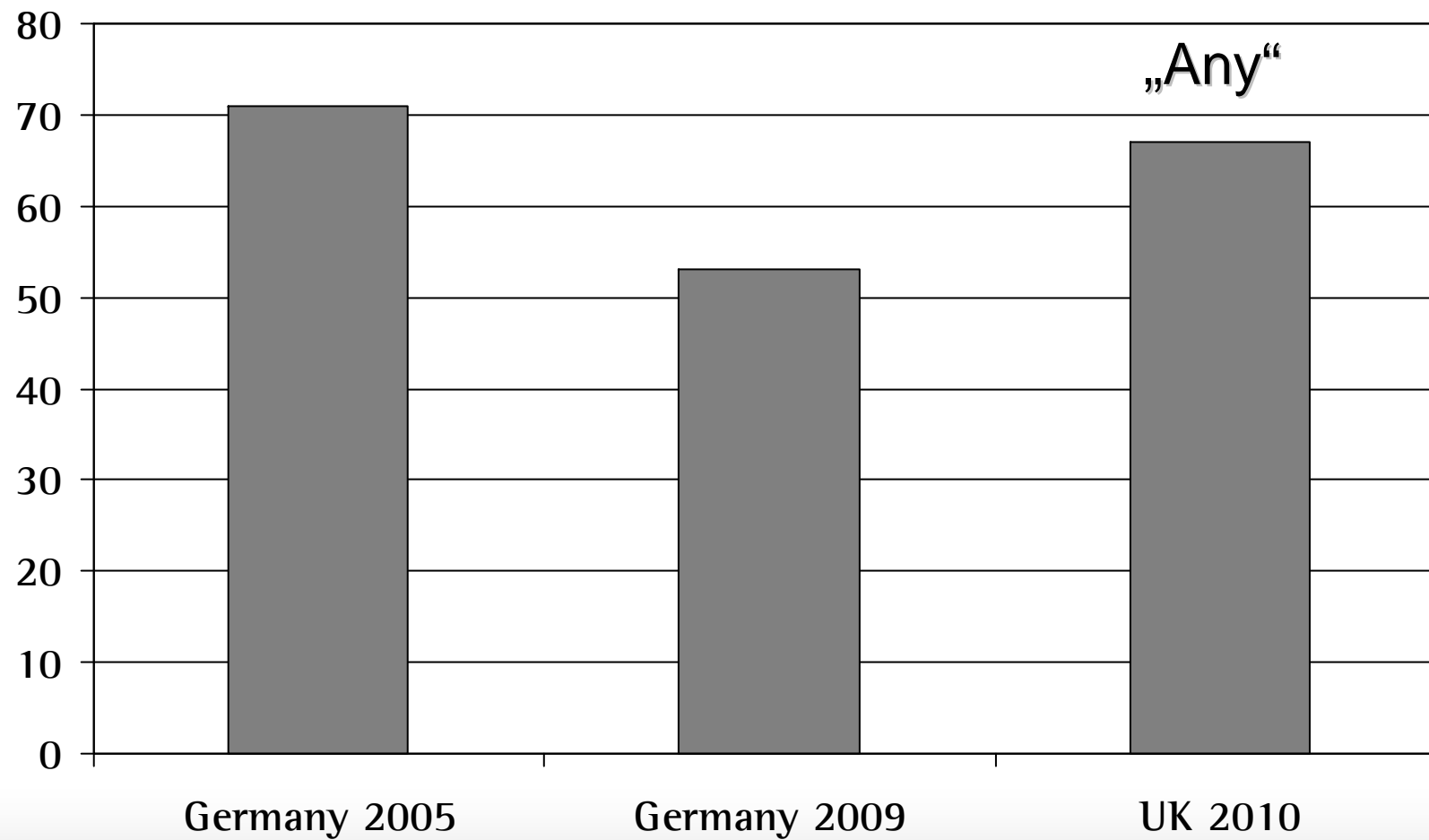
EXPOSURE

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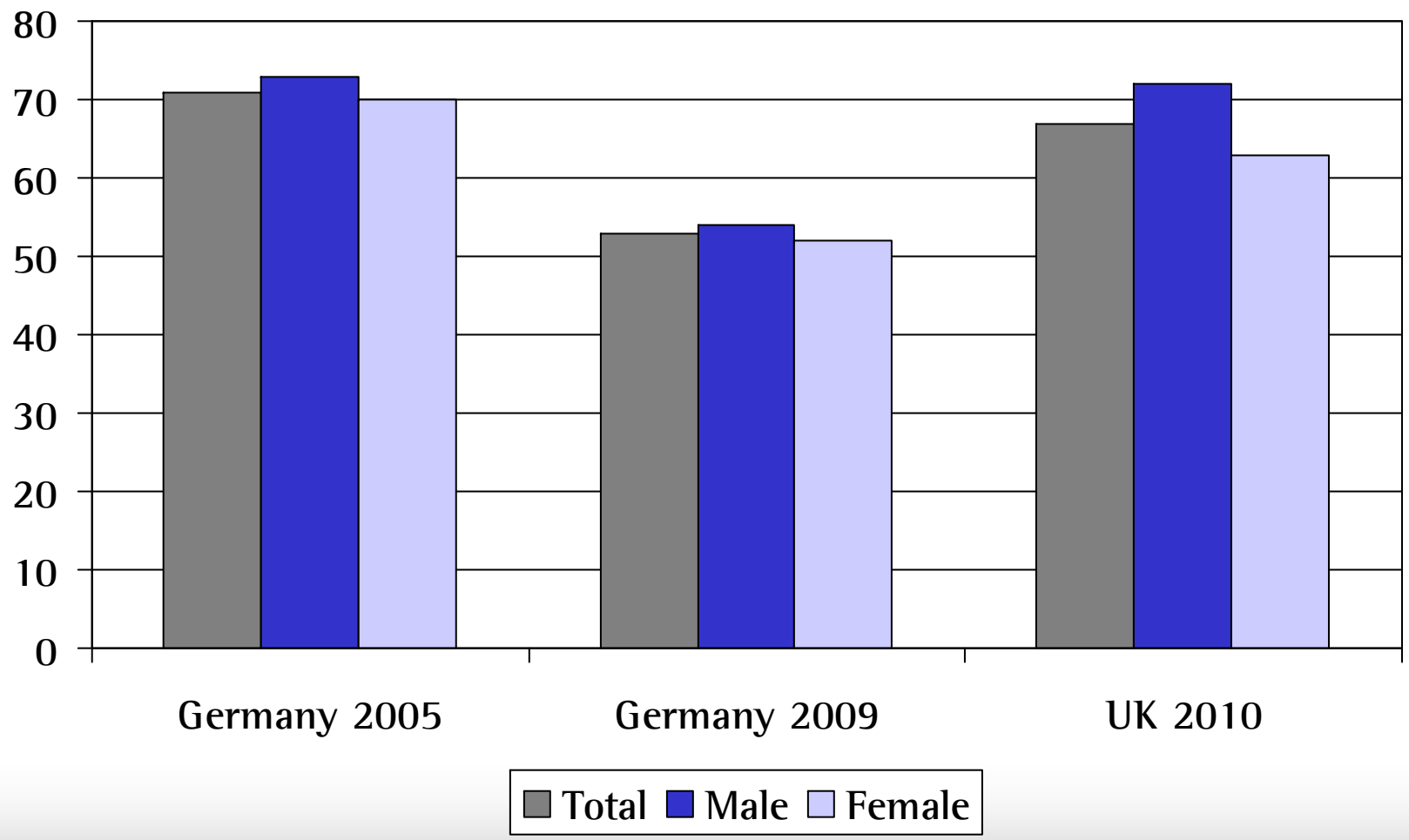
- Are the debates still blockbusters?
- Are televised debates the „great equalizer“?

EXPOSURE

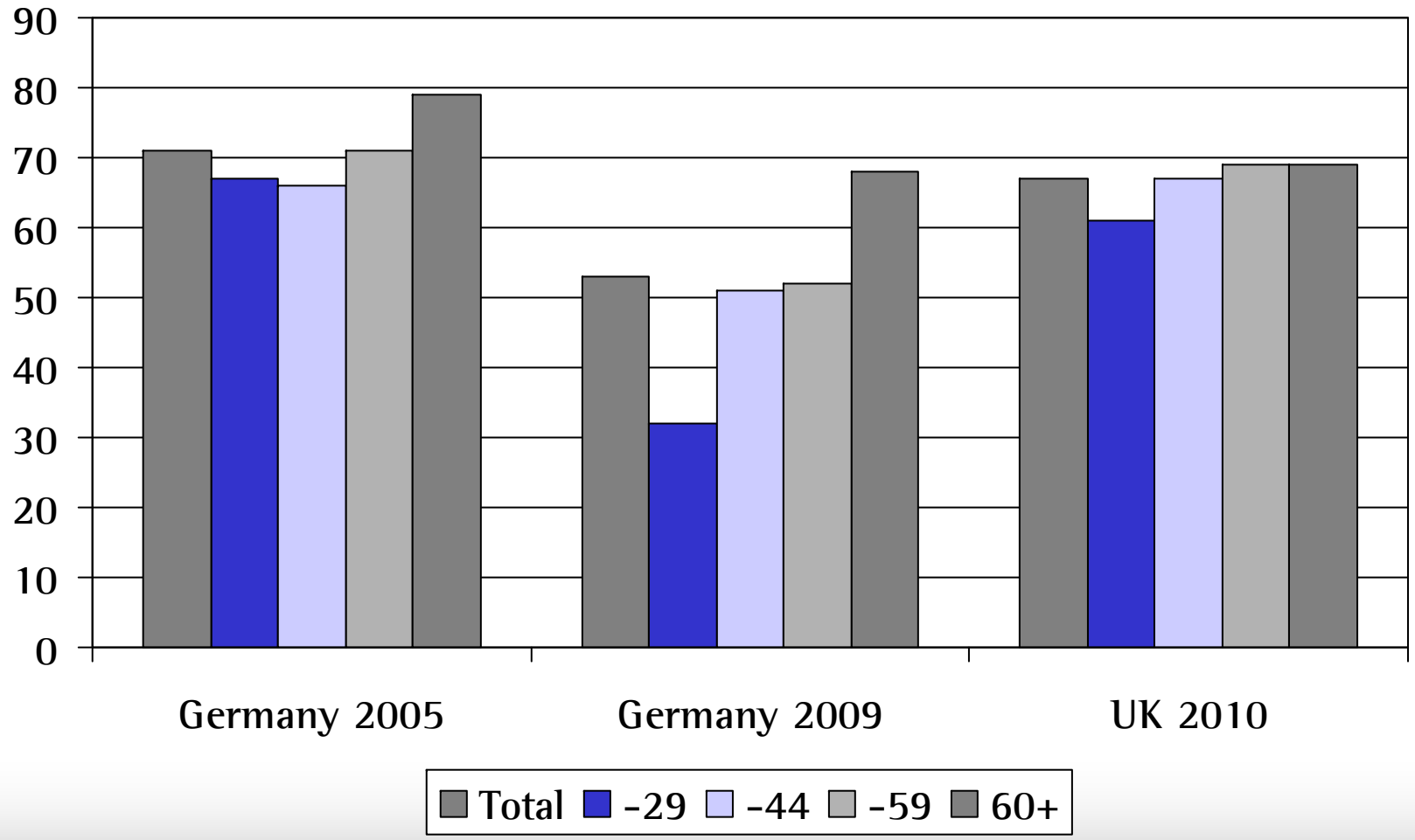
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EXPOSURE BY GENDER

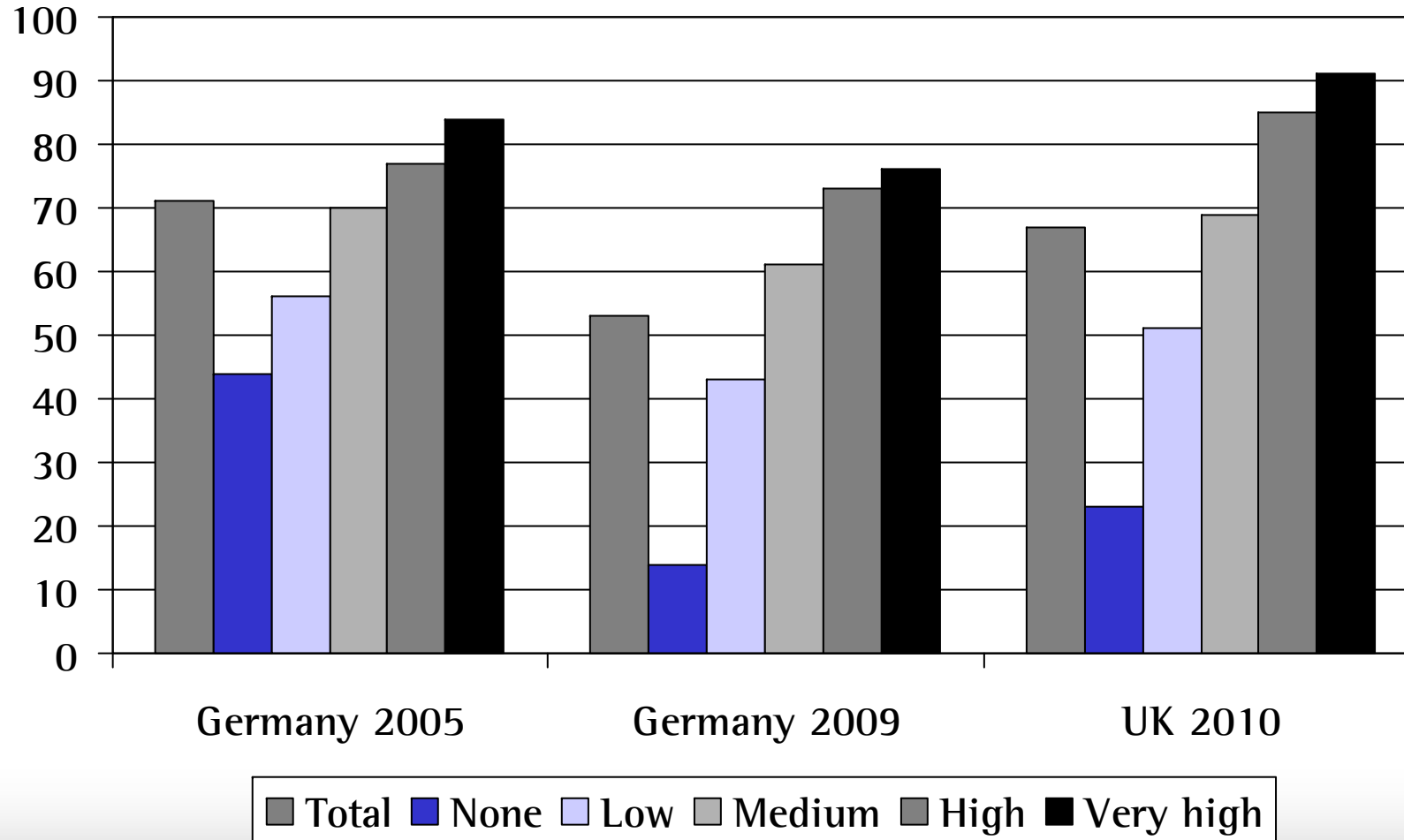


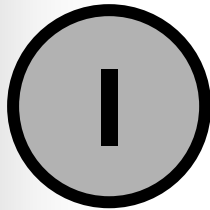
EXPOSURE BY AGE



EXPOSURE BY INTEREST IN POLITICS

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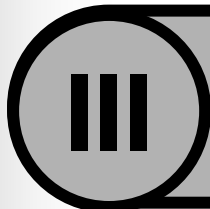




Some preliminary remarks



Exposure



Perception

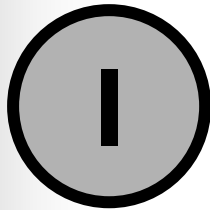


Effects

RTR-RESULTS

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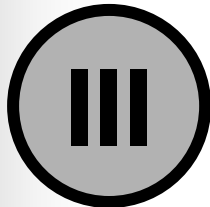




Some preliminary remarks



Exposure



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Effects

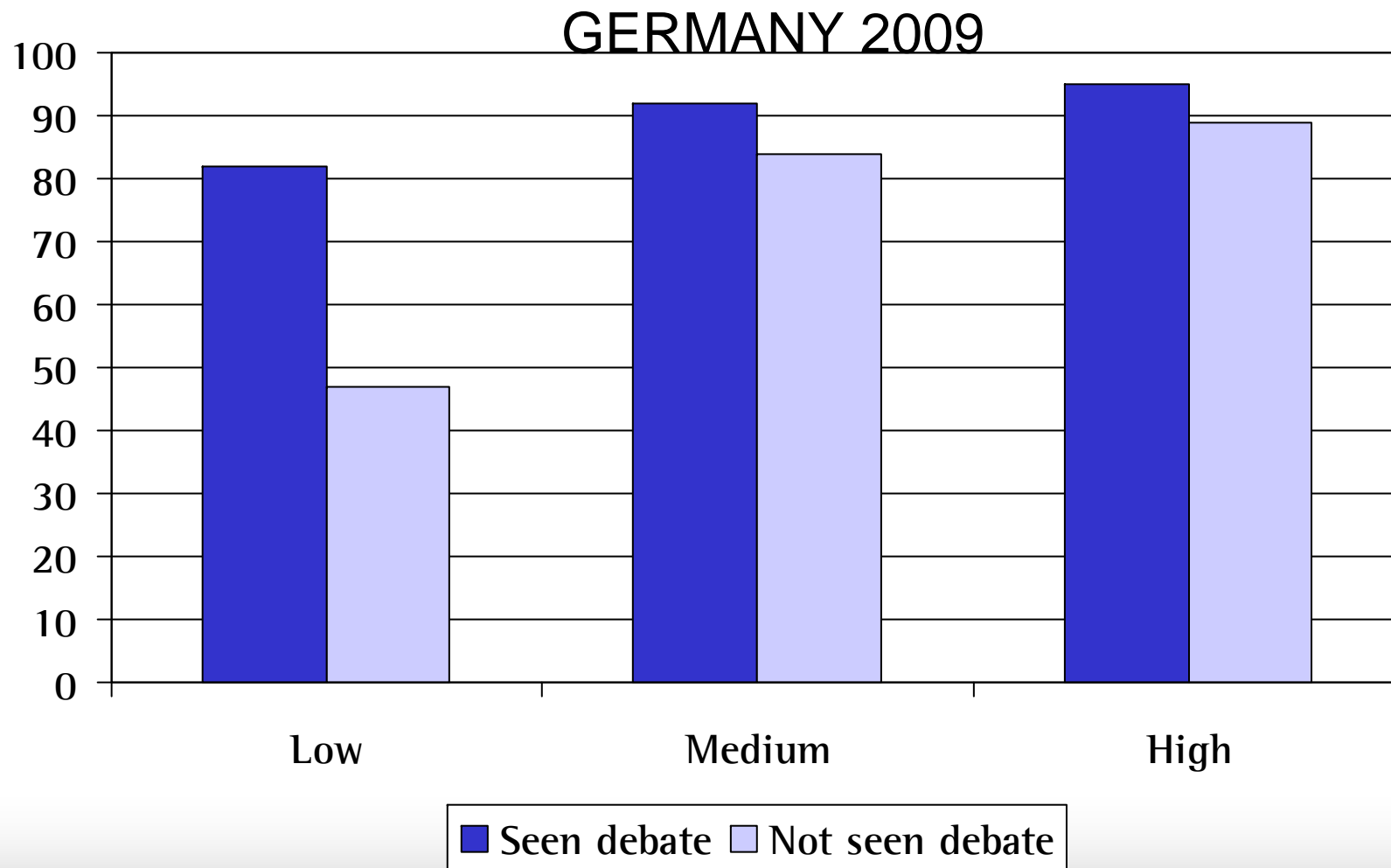


EFFECTS

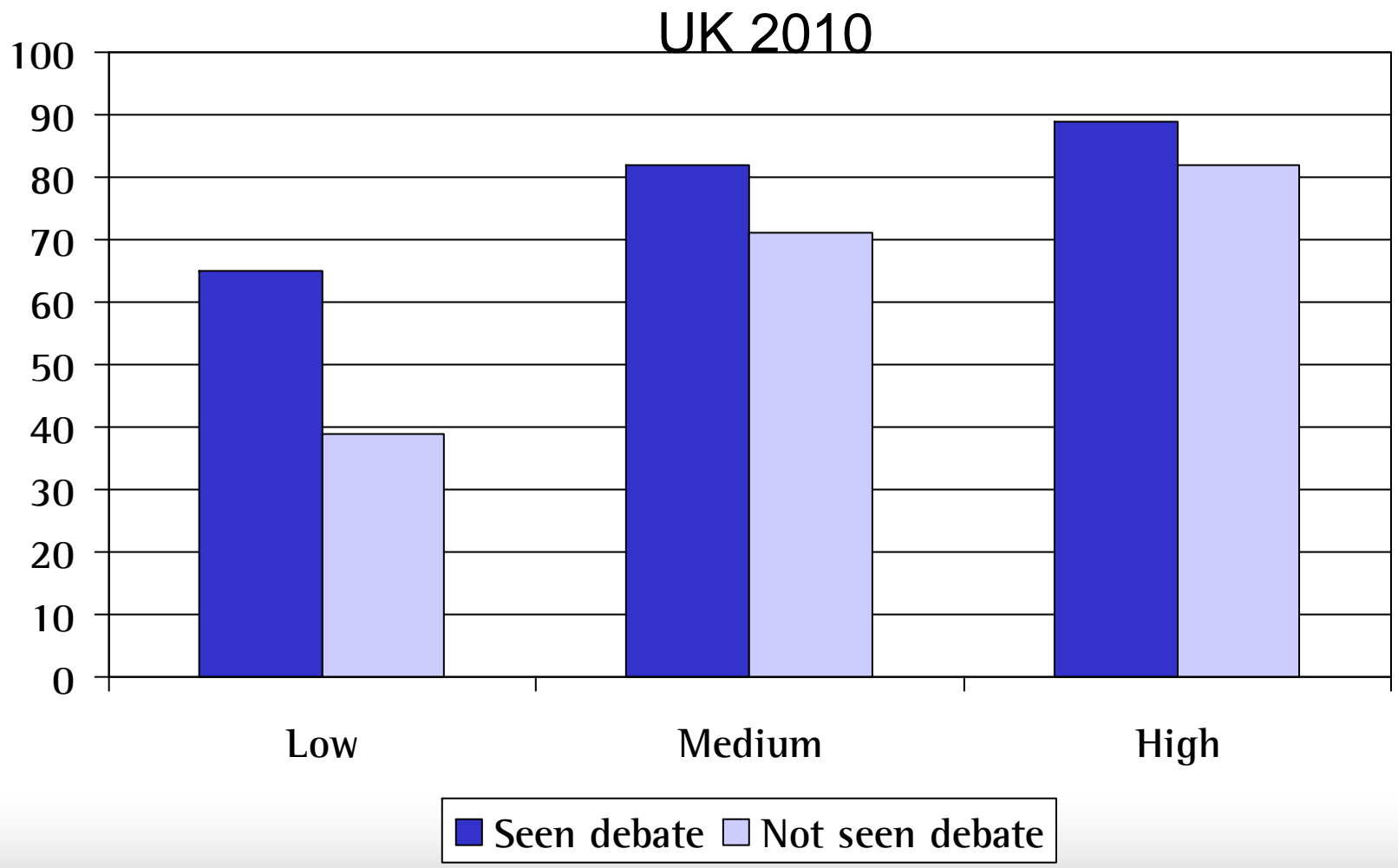
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- Do debates have the power to mobilize?
- If so, which segments of the electorate?

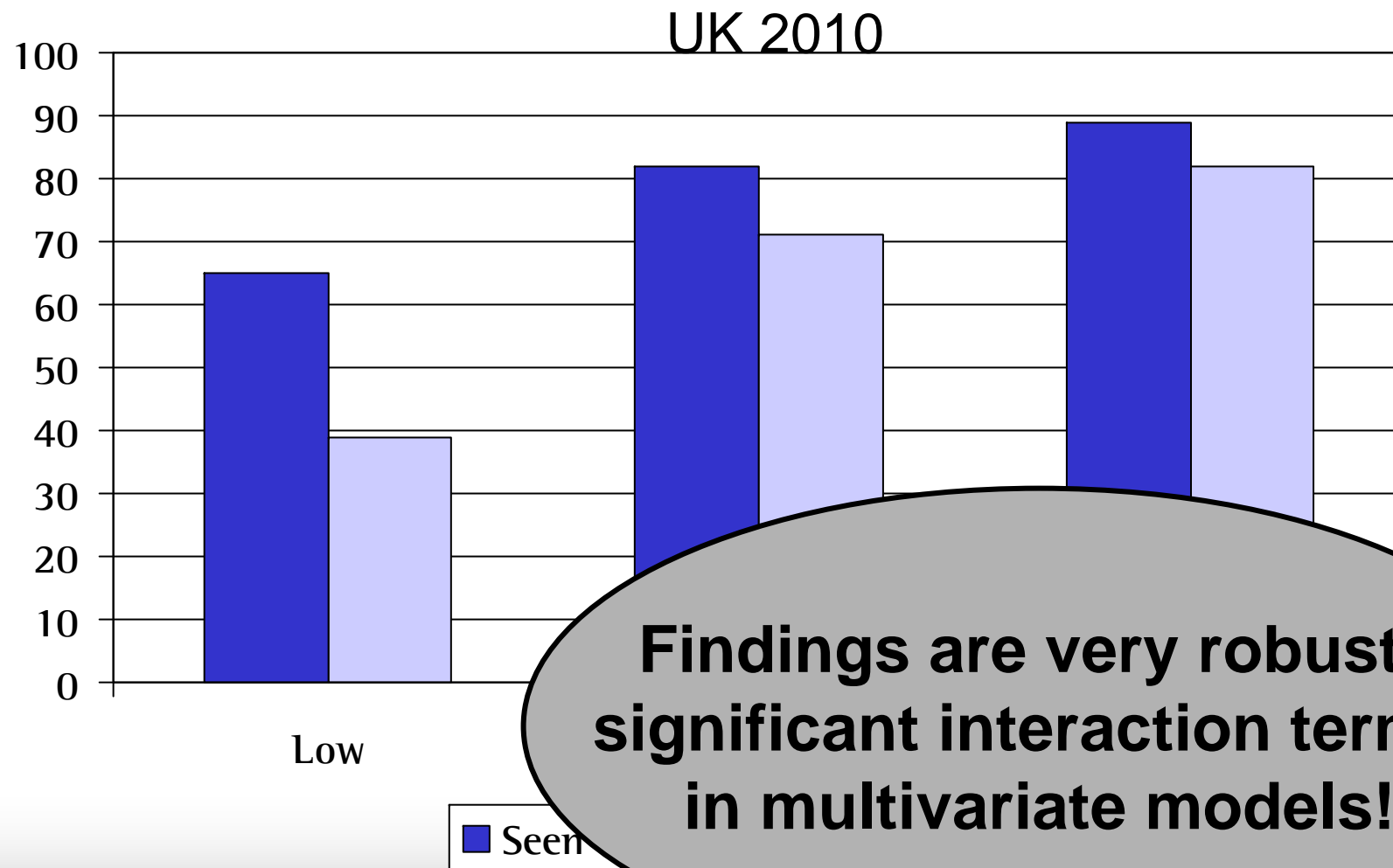
TURNOUT BY EXPOSURE AND INTEREST



TURNOUT BY EXPOSURE AND INTEREST



TURNOUT BY EXPOSURE AND INTEREST



**Findings are very robust:
significant interaction terms
in multivariate models!**

RELATED FINDINGS FROM GERMANY

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