



Does Party Rhetoric Affect the Accuracy and Certainty of Voter Perceptions of Party Positions?

Lecture by Zeynep Somer-Topcu

Tuesday, March 5, 2019

Room A 300, 6 pm

When do voters form accurate perceptions of party positions, and when do they feel certain about their perceptions? We believe that information availability plays a crucial role, and argue that election campaigns, by increasing information availability, enhance voter accuracy and certainty. Yet, we also argue that campaigns are less effective for voters' perceptions about governing parties' positions. In addition, we argue that changing party positions reduce voter certainty. We assembled the most comprehensive cross-national dataset on parties' media rhetoric and show support for each of these expectations using this cross-national dataset and also panel data from the UK. The results have important implications for our understanding of voter perceptions and the dynamic interplay between parties and voters, which are critical for the functioning of representative democracy.

Zeynep Somer-Topcu is Associate Professor at the Department of Government at the University of Texas.

This event is part of the "Democracy Research Lecture Series".

To register, please reply by March 4, 2019 to Friederike Theilen-Kosch: friederike.theilen-kosch@wzb.eu

WZB
50 | Years

Contact
Laura Forstbach
laura.forstbach@wzb.eu
fon: +49 30 25491 561

Our event location is wheelchair-accessible. If you need support, please let Friederike Theilen-Kosch know: friederike.theilen-kosch@wzb.eu

WZB Berlin Social Science Center
Reichpietschufer 50
D-10785 Berlin
Telefon +49 (30) 25491-0
Telefax +49 (30) 25491684

The Democracy Research Lecture Series

WZB, Room A 300



Tuesday, February 19, 2019, 5 pm

The Changing Gender Gap(s) in Voting:
An Occupational Realignment
Orit Kedar

Tuesday, February 26, 2019, 5 pm

A Tale of Culture-bound Regime Evolution:
The Centennial Democratic Trend and Its Recent Reversal
Christian Welzel

Tuesday, March 5, 2019, 4 pm

Not in Our Name!
Rejecting Coercive Claims of Representative Violence
Andreas Schedler

Tuesday, March 5, 2019, 6 pm

Does Party Rhetoric Affect the Accuracy and Certainty of Voter
Perceptions of Party Positions?
Zeynep Somer-Topcu

Tuesday, March 12, 2019, 5 pm

How Can Democracies Facilitate the Integration of Newcomers?
Building an Evidence and Innovation Agenda for Applied Migration Research
Jens Hainmueller

Tuesday, March 26, 2019, 4 pm

When Representation Fails.
The Government-Citizen Disconnect
Armin Schäfer

Tuesday, March 26, 2019, 6 pm

Euroscepticism and the Future of European Integration
Catherine de Vries

Contact
Laura Forstbach
laura.forstbach@wzb.eu
fon: +49 30 25491 561
