

Party Competition, Issue Ownership, and Agenda Setting in the 2019 Swiss National Elections

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Motivation and research question

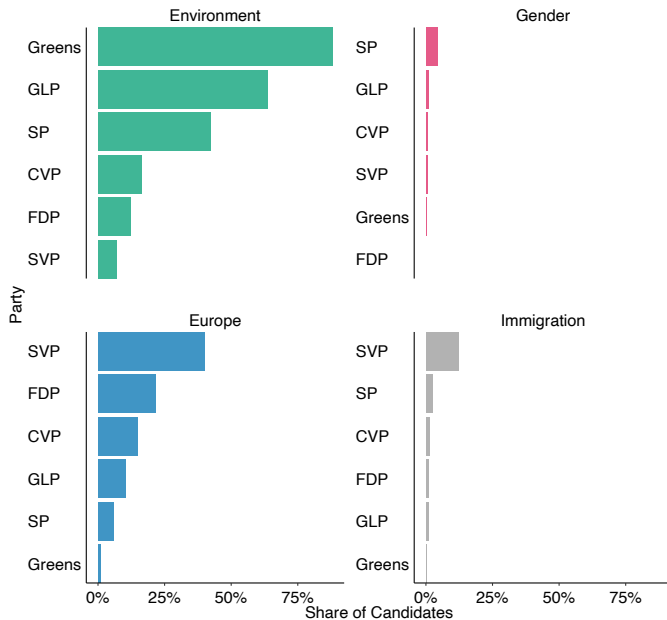
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- Election campaign shaped by two issues: environment and (to some extent) gender
- In this context, how is agenda setting linked to party competition and issue ownership?

Focus on four issues (MIP, candidate survey)



Expectations

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2. Party competition: Parties take up issues central to the election campaign that are owned by other parties, while they avoid more marginal issues that they do now own

Data

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➤ June-October 2019

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- June-October 2019
- 59,888 Tweets (party accounts, without retweets)

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- 59,888 Tweets (party accounts, without retweets)
- 576,936 articles (80 newspapers)
- Selects survey (panel and candidates)

Methods

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- Vector-autoregression models: attention to the four issues

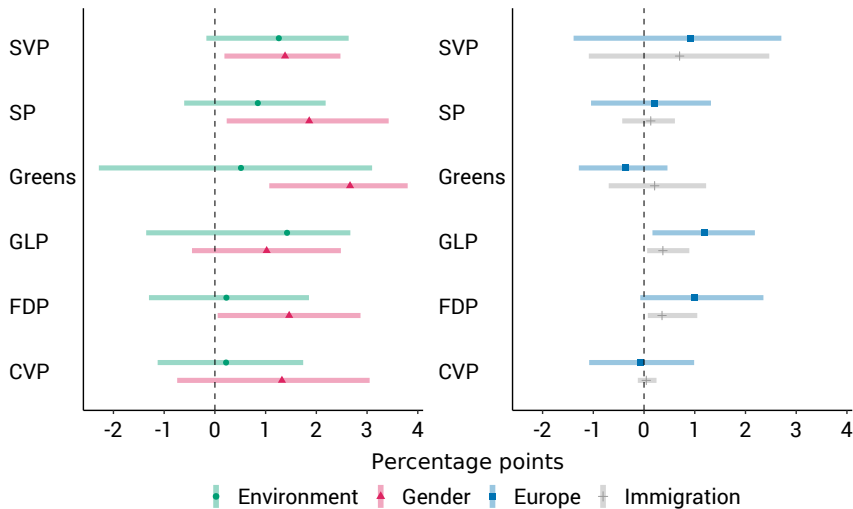
Methods

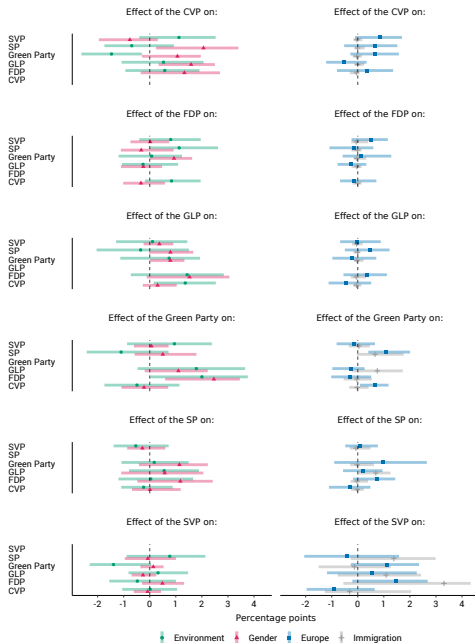
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 - Parties → newspapers

Methods

- Supervised classification of newspaper articles and tweets
- Vector-autoregression models: attention to the four issues
 - Parties \longrightarrow newspapers
 - Parties \longleftrightarrow parties

Attention responsiveness: Parties -> Newspapers





Conclusion

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- Very high salience of the environment issue during the election campaign was largely exogenous to party competition