

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

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# Motivation and research question

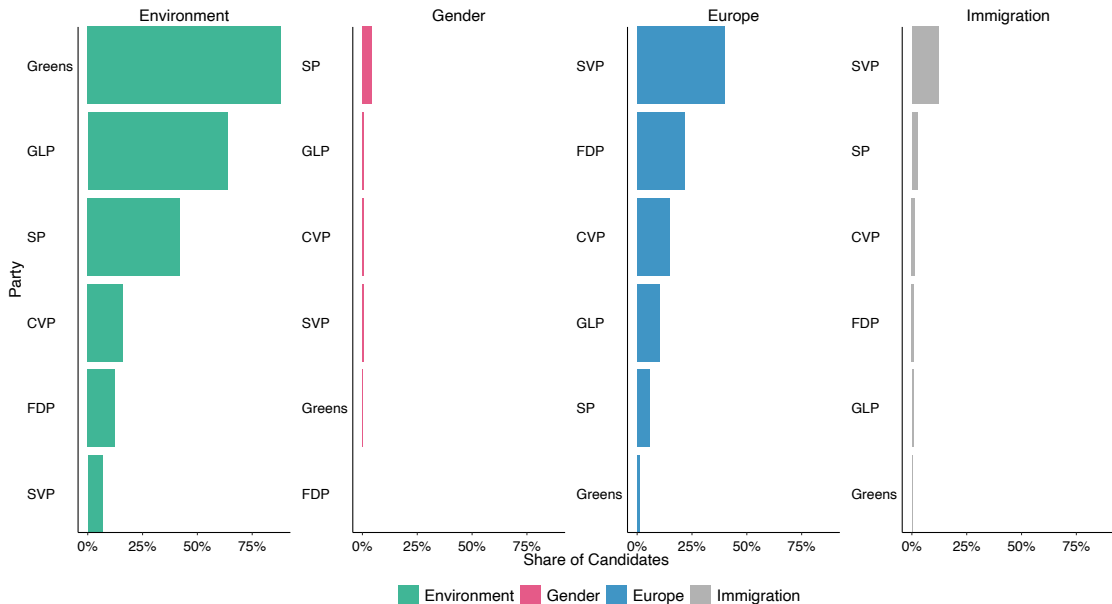
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- In this context, how is agenda setting linked to party competition and issue ownership?

# 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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- 59,888 Tweets (party accounts, without retweets)

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- Selects survey (panel and candidates)

# Methods

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- Vector-autoregression models: attention to the four issues



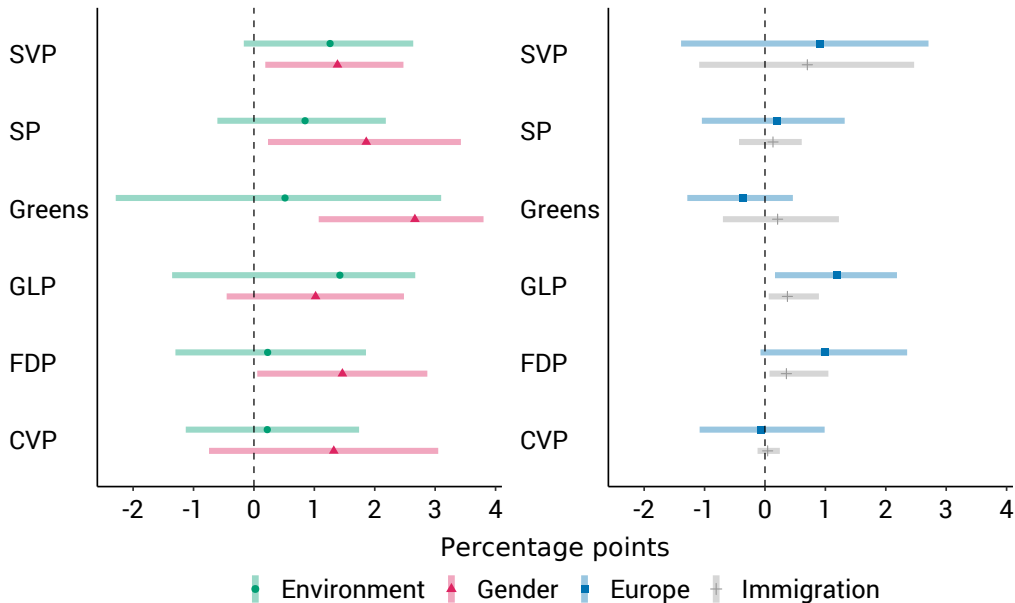
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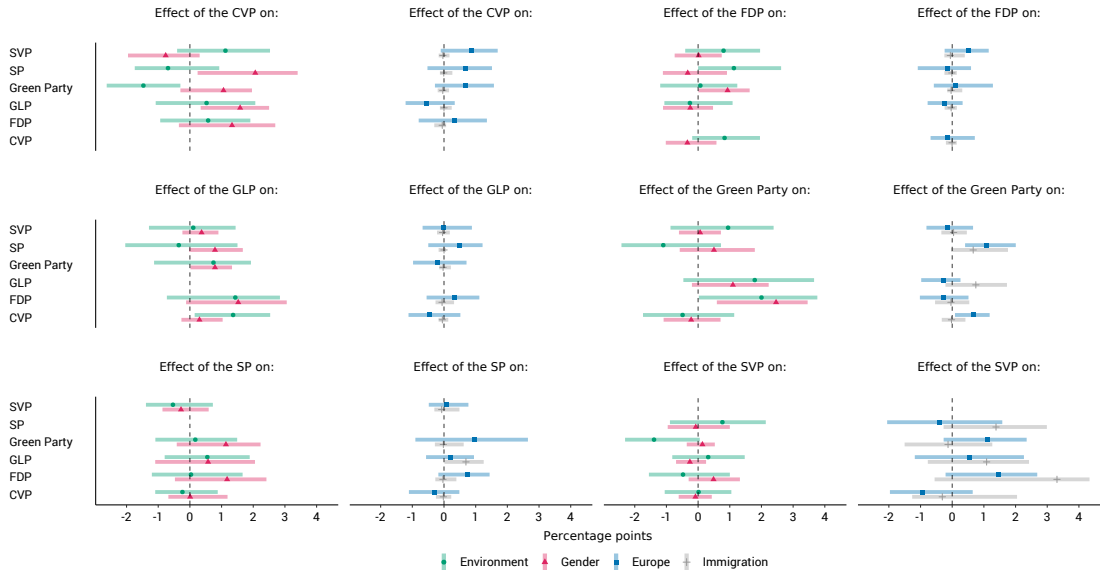
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  - Parties  $\longrightarrow$  newspapers

# 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





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