

**Netherlands Institute of Government
Centre for the Study of Democracy, University of Twente**

Lecture announcement

Campaign effects: activation, partisan learning and argument-based reasoning in direct-democratic campaigns

Hanspeter Kriesi (Universität Zürich)

Most citizens primarily experience democracy in the forms of political campaigns, be it before elections or referenda. But what effect do campaigns have? In the political science literature three different positions have been put forward. According to the the autonomous voter hypothesis campaigns have hardly any effect, they only reinforce the citizens' vote intentions. In contrast, the learning hypothesis maintains that campaigns have an enlightening effect and the priming/framing hypothesis holds that campaigns selectively increase the salience of certain aspects of the candidates/proposals and induce the voters to base their decisions on these aspects. The talk presents empirical evidence on the effects of campaigns from panel studies on three Swiss direct-democratic campaigns.

The lecture takes place on Wednesday, **19 January 2011, 16.00-17.15**, in the VIP room in the Ravelijn building at the **University of Twente**. The talk and subsequent discussion will in English.

Further information:

<http://www.mb.utwente.nl/csd/events/>

Directions and maps:

<http://www.utwente.nl/contact/route>