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# **International Workshop on Measuring Party Preference in Electoral Studies**

**1 October, 2018 (Monday), 14:00-18:30**

**Waseda University, Building No. 3, 10th floor, Conference Room No.1**

Supported by WINPEC (Waseda INstitute of Political Economy), the Delegation of the European Union to Japan, Top Global University - Center for Positive/Empirical Analysis of Political Economy, Waseda Institute for British Studies, EUIJ Waseda, Faculty of Political Science and Economics

# **Presenter: Professor Cees van** **der Eijk (University of Nottingham - UK)**

This workshop focusses on the use of so-called non-ipsative measures of party preference in electoral studies. Such measures exist in different forms: so-called PTVs (propensity to vote for a party) that are included in the European Election Studies (EES) and in many national election studies (Netherlands, UK, Italy, Ireland, Spain, etc.); likes-dislikes for political parties that are included in the Comparative Study of Electoral Systems (CSES); and ‘feeling thermometers’ that are used in the American National Election Study (ANES) and in national election studies in several countries. They all have in common that they yield preference scores of each of the parties, and that these scores do not constrain each other (such in contrast to the common question about vote choice, or to preference-ranking questions).

These non-ipsative preferences enrich electoral research in a variety of ways. The most important ways in which they are currently used in electoral studies are:

1. To be used as *dependent variable in explanatory analyses of vote choice.* This leads to so-called ‘generic’ analyses that is particularly suitable for comparative studies across different party systems. This usage requires a restructuring of the conventional data matrix into a so-called ‘stacked’ form, and it requires explanatory (i.e., independent) variables to be represented in a specific way (as (dis)similarities for party-voter dyads), which can always be constructed in the so-called y-hat form.
2. To serve as *independent variable in the analysis of electoral participation*. This usage does not require a restructuring of the normal data matrix but does require the construction of new variables to be derived from a set of non-ipsative preferences.
3. To serve as the basis for *analyses of electoral competition between parties* and *counterfactual analyses of parties’ vote shares*. This kind of analyses does not focus on the behaviour of individuals (their electoral participation or their party choice), but instead on describing the potential electorate of political parties and the overlaps between these potentials (which represent electoral competition between parties). In combination with the first mentioned usage (explanatory analyses of vote choice) this kind of analyses can be used for assessing the electoral consequences of relevant counterfactuals (e.g., ‘how would parties’ vote shares be different if the economy would have been better, or if a party leader would have been less popular, etc.).

This workshop will discuss all three forms of use of non-ipsative preferences; however, most attention will be paid to the first and to the third kind of use, as these are most demanding in terms of their intellectual bases and in terms of data management and analysis.

The workshop consists of a mixture of presentations and hands-on practical work. For the latter data from the EES will be used as demonstration material. The practical demonstration and exercises will be conducted in STATA, but assistance can be given for those who do not use STATA but SPSS instead. Each of the two parts of the workshop (respectively presentation and explanation of the use of non-ipsative preferences, and practical demonstration/hands-on exercises) will last approximately 2 hours.

## **Programme**

**14:00-16:00 Session 1 (Presentation in seminar form)**

* Intellectual background of non-ipsative preferences
* Existing measures, their validity and measurement properties
* Measures derived from non-ipsative preferences
* Application 1: non-ipsative preferences as dependent variable; explanation of strategy of analysis, with examples from the European Election Study
* Application 2: non-ipsative preferences in the description and analysis of party competition; examples from the Netherlands, the UK and Ireland
* Q and A

16:00-16:30 Coffee break

**16:30-18:30 Session 2 (Presentation with hands-on exercises in STATA)**

\* Note: Please bring your own laptop with Stata installed (if you have one)

* Introduction into the dataset (European Election Study 2014)
* Construction of derived variables
* Analysis of PTVs as dependent variable (including stacking and y-hats)
* Analysis of party competition based on PTVs
* Q and A

## Recommended preparatory reading:

Eijk, C. van der, Brug, W. van der, Kroh, M., Franklin, M. (2006). Rethinking the dependent variable in voting behavior: On the measurement and analysis of electoral utilities. *Electoral Studies*, 25(3): 424-447. [this article provides a wide-ranging overview of usages of non-ipsative preferences, in particular PTVs]

Eijk, C. van der 2018. Selecting the Dependent variable in Electoral Studies: Choice or Preference? In: J. Fisher, E. Fieldhouse, M.N. Franklin, R. Gibson, M. Cantijoch & C. Wlezien (eds.) *The Routledge Handbook of Elections, Voting behaviour and Public Opinion*. London: Routledge: 445-57.  
[this chapter can be best read after the previously mentioned article; it covers to some extent the same topics, but focusses more extensively on the question whether/when to use vote choice as dependent variable, and when non-ipsative preferences]

Eijk, C. van der and Elkink, J. A. (2017) “How Generational Replacement Undermined the Electoral Resilience of Fianna Fáil,” in Marsh, M., Farrell, D. M. and McElroy, G. (eds.) *A Conservative Revolution? Electoral Change in 21st Century Ireland*, Oxford: Oxford University Press: 102–122.  
[this chapter focuses on the use of non-ipsative preferences in the analysis of electoral competition, and more in particular, on changing patterns of electoral competition over time].