



Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics)

Amanda Bittner

Download now

[Click here](#) if your download doesn't start automatically

Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics)

Amanda Bittner

Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) Amanda Bittner

Campaign organizers and the media appear to agree that voters' perceptions of party leaders have an important impact in elections: considerable effort is made to ensure that leaders look good, speak well, and that they are up in the polls. In contrast, the academic literature is much more divided. Some suggest that leaders play an important role in the vote calculus, while others argue that in comparison to other factors, perceptions of leaders have only a minimal impact.

Platform or Personality? incorporates data from thirty-five election studies across seven countries with varying institutional environments, and takes both a broad and in-depth look at the role of leaders. A few noteworthy conclusions emerge. First, voters evaluate leaders' traits in terms of two main dimensions, character and competence. Second, voters perceive leaders within the framework of a partisan stereotype in which the party label of the leader imbues meaning; more specifically, leaders of Conservative parties are seen to be more competent while Left leaders are seen to have more character. Third, and most importantly, leaders matter: they affect voters' decisions and have a discernible effect on the distribution of votes in an election. Fourth, there are consistent differences in the perception of party leaders according to voters' level of political sophistication. While all voters evaluate party leaders and consider leaders in their vote calculus, the more sophisticated do so the most. This book argues that personality plays an important role in elections, and that in a healthy democracy, so it should.

Comparative Politics is a series for students, teachers, and researchers of political science that deals with contemporary government and politics. Global in scope, books in the series are characterized by a stress on comparative analysis and strong methodological rigour. The series is published in association with the European Consortium for Political Research.

The *Comparative Politics Series* is edited by Professor David M. Farrell, School of Politics and International Relations, University College Dublin, Kenneth Carty, Professor of Political Science, University of British Columbia, and Professor Dirk Berg-Schlosser, Institute of Political Science, Philipps University, Marburg.

 [Download Platform or Personality?: The Role of Party Leader ...pdf](#)

 [Read Online Platform or Personality?: The Role of Party Lead ...pdf](#)

Download and Read Free Online Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) Amanda Bittner

From reader reviews:

Janice Smith:

The book Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) can give more knowledge and also the precise product information about everything you want. So why must we leave the good thing like a book Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics)? Several of you have a different opinion about book. But one aim that will book can give many information for us. It is absolutely suitable. Right now, try to closer together with your book. Knowledge or details that you take for that, you can give for each other; you are able to share all of these. Book Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) has simple shape nevertheless, you know: it has great and massive function for you. You can appearance the enormous world by open and read a publication. So it is very wonderful.

Scott Smith:

The particular book Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) has a lot associated with on it. So when you read this book you can get a lot of benefit. The book was published by the very famous author. Mcdougal makes some research before write this book. This specific book very easy to read you can obtain the point easily after scanning this book.

Peter Singleton:

Do you have something that you like such as book? The reserve lovers usually prefer to opt for book like comic, quick story and the biggest some may be novel. Now, why not hoping Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) that give your entertainment preference will be satisfied through reading this book. Reading routine all over the world can be said as the way for people to know world much better then how they react when it comes to the world. It can't be stated constantly that reading practice only for the geeky individual but for all of you who wants to become success person. So , for every you who want to start reading as your good habit, it is possible to pick Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) become your own starter.

Phyllis Granger:

Some people said that they feel bored stiff when they reading a e-book. They are directly felt the item when they get a half regions of the book. You can choose the book Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) to make your reading is interesting. Your current skill of reading talent is developing when you just like reading. Try to choose simple book to make you enjoy to see it and mingle the opinion about book and studying especially. It is to be initial opinion for you to like to wide open a book and learn it. Beside that the book Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) can to be a newly purchased friend when you're truly feel alone and confuse in doing what must you're doing of these time.

Download and Read Online Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) Amanda Bittner #O6QTNK7Y9DH

Read Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) by Amanda Bittner for online ebook

Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) by Amanda Bittner Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) by Amanda Bittner books to read online.

Online Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) by Amanda Bittner ebook PDF download

Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) by Amanda Bittner Doc

Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) by Amanda Bittner Mobipocket

Platform or Personality?: The Role of Party Leaders in Elections (Comparative Politics) by Amanda Bittner EPub