

'Fundamentals' and Strategic Manipulation in Campaigns: Canada in Comparative Perspective

Dr. Richard Johnston

June 16-17, 2016

9:00am – 4:30pm

Outline

1. Do campaigns matter?
 - Some basic patterns, Canada and abroad
 - Competing claims: exercises in “enlightenment” or sites for “manipulation”?
2. What is a campaign?
 - Legal context: duration, money, timing, macro-constitutional features
 - Political context: history, economics, pre-existing electoral coalitions
3. Getting inside voters’ heads
 - What considerations?
 - Voter cognition
 - Conversion versus mobilization
 - Direct pathways: ads and debates
4. Other agents: challenges of electoral coordination
 - Mass media
 - Voters themselves
 - Social media?

Required Reading List (find these readings on course reserve*: <http://reserves.concordia.ca/>)

Richard Johnston, André Blais, Henry E. Brady, and Jean Crête. 1992. *Letting the People Decide*, Chapters 1 and 8.

Henry E. Brady and Richard Johnston. 2006. "The Study of Political Campaigns" in *Capturing Campaign Effects*.

Richard Johnston, Michael Gray Hagen, and Kathleen Hall Jamieson. 2004. "Ads and news: the campaign as a natural experiment " *The 2000 Presidential Election and the Foundations of Party Politics*, Ch 4, pp. 66-100.

Donald P. Green & Alan S. Gerber. 2015. "Door-to-Door Canvassing" *Get out the Vote! How to Increase Voter Turnout*, Chapter 3, pp. 21-38.

Rasmus Kleis Nielsen. 2012. "Targeting Voters for Personal Contacts", in *Ground Wars: Personalized Communication in Political Campaigns*, Chapter 5, pp. 133-170.

Stuart Soroka, Fred Cutler, Dietlind Stolle and Patrick Fournier. "Capturing Change (and Stability) in the 2011 Campaign". *Policy Options* June-July 2011: 70-77.

<http://policyoptions.irpp.org/magazines/the-winner/capturing-change-and-stability-in-the-2011-campaign/>

John Zaller, *A Theory of Media Politics: How the Interests of Politicians, Journalists, and Citizens Shape the News*, Chapter 2.

<http://www.sscnet.ucla.edu/polisci/faculty/zaller/media%20politics%20book%20.pdf>

*If you are registered for non-credit and are unable to locate the readings, please contact us at wssr@concordia.ca