



A Joint Conference:

Cross-national Electoral Research & Advancing Understanding of Media Effects Research

16 June, 2014

NatCen Social Research

35 Northampton Square London EC1V 0AX

9.15am (for 9.30 start) – 3.30pm

We are pleased to invite you to this jointly organised event where we present the results of two ESRC funded research projects. Key practitioners will be invited to comment on the results. Do please join us for one or both of the sessions. We would like to thank NatCen Social Research for hosting the event.

The program will be of interest for academic researchers in comparative politics, survey research and elections and media, post-graduate and undergraduate students and academics in other social science disciplines. At the same time, the programme will be of interest to a wide community of scholars working in the broad areas of communication studies, sociology, psychology and political economy. While the substantive issue of electoral competitiveness and media effects may be of benefit to political science researchers, a broad range of social sciences will benefit from advanced techniques and design in case selection, post data collection data quality issues, experiments and multi-level data structure analysis techniques.

Schedule

9:30 – 9:45	Welcome & NatCen introduction
-------------	-------------------------------

Morning Session 9:30-12:30pm: Comparative Cross National Electoral Research (CCNER)

The CCNER is a four year project funded by the British Economic & Social Research Council that provided training on cross-national electoral researcher and investigated on issues related to data quality in secondary sources, case selection bias, and the multi-level structure of data. In our website

<http://socialsciences.exeter.ac.uk/politics/research/projects/ccner/> you will find further information of our past research and training event.

9:45 – 10:10	"Case Selection in Cross-national Electoral Survey Research: Have we made enough of it?", Susan Banducci, Gabriel Katz and Mariana Skirmuntt
10:10 – 10:35	Coffee break
10:35 – 11.00	"Large N Cross-National Survey, Small Country N Subset: Well-Chosen Case Selections, Thicker Macro-Analysis, More Insights?" Jack Vowles.
11.00 --11.25	The Electoral Cycle and Response Quality in the European Social Survey, Dan Stevens
11.25 -- 11.45	"Measuring Electoral Competitiveness" Jeffrey Karp
11.45 – 12.30	Expert Panel

12.30 – 1.30	Hosted Lunch
---------------------	---------------------

Afternoon Session 1.30 – 4.30pm: Advancing Understanding of Media Effects Research

This goal of this project, funded by the ESRC, has been to study the role of the media in present-day electoral politics. For example, we have studied the effects media content has on turnout in the European elections, as well as the relationship between media content and voters' preferences for political parties in the UK general elections. During this afternoon, our research team will present the main findings of our research and there will be a roundtable discussion on Media, Politics and Accountability in representative democracies.

1:30 – 1:50	"Three Approaches to Gauging Media Effects in UK Elections" Susan Banducci, Dan Stevens and Martijn Schoonvelde
1:50 – 2:10	"Generalizing the Study of Media Effects with the European Social Survey" Jason Barabas and Jennifer Jerit
2:10 – 2:30	"The Information Environment and Political Participation" Susan Banducci and Martijn Schoonvelde
2:30 – 3:30	Expert Panel: Media, Politics and Accountability