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TECHNOLOGY A KEY TOOL FOR UNDECIDED VOTERS IN FRANCE'S PRESIDENTIAL ELECTION

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Voter looking for candidate. As in the applications “to find a partner”, **thousands of French people relied on technology to find their ideal president in this election, in which the vote of the undecided is announced as key.**

Elyze, Le Quizz du Berger, La Boussole electorale... **The range of systems proliferated to help choose voters among the 12 candidates in the first round of the presidential election on Sunday and the ballot two weeks later.**

“I wanted to create a tool that would help people find their candidate, but to find them in an intelligent way”, assures AFP Arnaud Ambrosselli, a 35-year-old web developer behind the Le Quizz du Berger site.

More than 150,000 people have already used its system based on 102 questions on 17 topics (work, culture, finances,...). **As topics are completed, the site shows which candidate you have the most affinity with and allows you to compare the result with friends.**

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Ambrosselli, who developed the site in open source and on a voluntary basis, also seeks to “calm down the electrical debate in France a little” and show that “rarely do you think 100% the same as your preferred candidate.” “Life is more complex.”

“Obviously, the application is not intended to give voting instructions or tell which candidate to vote for,” Grégoire Cazcarra, a 22-year-old student in Social Sciences and co-founder of the Elyze application, tells AFP.

Together with the other founder, François Mari, they launched the popular application in January, **which already has “more than 2 million downloads”, because the coverage of the presidential campaign focused more on the image of the candidates and not so much on the program.**

“We note a great interest from many young people to better understand the candidates’ project,” explains this activist against abstention, although he points out that Elyze is not enough to decide a vote and that image and personality also count.

“To find a partner”

This is the case of Lucie Houilliez. This 37-year-old horticultural engineer **used Le Quizz du Berger to find out which candidacy was closest to his ideas, especially when “the programs seem very similar” and “the candidates are substantially**



according to the site? “No, but yes for one that appears in the top 3. Unfortunately, the first candidate does not inspire confidence in me,” this French woman, who will vote from a European country, assures AFP.

To calculate the affinity **the system developed by Ambrosselli awards from 0 to 5 points for each answer according to the degree of coincidence with a candidate.** And, to come up with the answers, she turned to students from the Sciences Po institute in Toulouse.

“The first version was made by myself and my friends who tried it said it was not neutral. With the second version, everyone found their candidate”, explains its creator. Two students from the right and two from the left prepared the questionnaire in this way.

Unlike Le Quizz du Berger, which poses several answers **Elyze users choose between four emoticons – “I don’t know”, “I like it”, “I like it very much” or “I don’t like it”–, as in the applications “to find a partner”** Cazcarra says.

“We imagined this system of ‘swipes’ to highlight ideas,” he adds. To guarantee neutrality, each question is accompanied by an explanatory box, with its source, and a team of 30 volunteers, like him, update it.

“A lot of indecision”

“No candidate benefits from the minimum treatment of favor”, emphasizes the also author of the book “Aux urnes!” and president of the Les Engagés movement, and notes a greater interest in Elyze “as the fateful date of the vote approaches.”

The current centrist president, Emmanuel Macron, leads the polls in the first and second rounds, but the difference is narrowing against his main rival, the far-right Marine Le Pen.. In third position comes the leftist Jean-Luc Mélenchon.

In the final stretch, the candidates are making an effort to mobilize the 48 million voters, especially

when only 69% affirm that they will vote with certainty. Of these, one in three still doubts who to vote for, according to a recent Ipsos-Cevipof poll.

“This year there is a lot of indecision, a lot more potential abstention,” Mathieu Gallard, from Ipsos, confirmed on France Info on Monday. **for whom this “last week of the campaign” will be “decisive” because it will be able to mobilize part of the undecided and abstentionists. (l)**

Source: Eluniverso

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