How Emmanuel Macron took over the French electorate

A Panel analysis using the French National Election Study

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AM Panel Analysis | Prof. Dr. Michael Scharkow

1. unknown within most of electorate + lacking support of major party
2. rapidly took over french presidential democracy
3. => securing landslide victory in presidential (66% in second round) and parliamentary (almost 70% of seats) elections.

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  - Voters from which ideological positions did EM attract?
  - Did voters with larger ideological gaps to EM switch for him later in the campaign?

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  - H1: A greater ideological distance to EM and his platform leads to a smaller probability of voting for him. (*Downs'ian Rational Voter*)
  - H2: The larger the ideological distance to Macron, the later the switching happend, as polls indicated that there was no reasonable alternative to EM (*Strategic Voting consideration*)

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    - thousands of variables, also experiments implemented

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  - Other Covariates: *the usual Michigan-model control variables*

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    - Mod III?: further include *wave : ideol_distance|id*) [*including random intercept and slope for interaction effect*]

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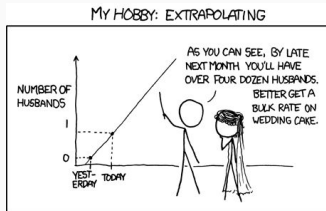   - Implementation in STAN

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Discussion & Feedback

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