

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

From being unknown within most of the French electorate and lacking the support of one of the major French parties, Emmanuel Macron managed to rapidly take over the French presidential democracy, securing landslide victories in the presidential (66% in the 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 happened, 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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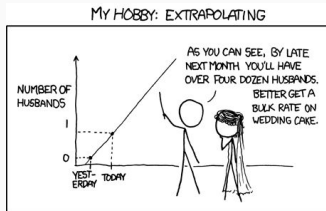
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