Targeted Election Campaigning: An Australian Case

Study

by

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Declaration

I declare that this dissertation contains no material which has been accepted for the award of any other higher degree or graduate diploma in any other tertiary institution and that, to the best of my knowledge and belief, this dissertation contains no material previously published or written by another person, except where due reference is made in the text of the dissertation.

I declare that this dissertation is not more than 16,500 words exclusive of bibliography, footnotes, appendices and any maps or other illustrative material.

Signed___________________________________Date_______________________

Michael Dalvean
Acknowledgements

In the early 1980s I completed several statistics courses run by the late Emeritus Professor Keith Septimus Frearson at Monash University. The influence of Professor Frearson was pivotal in the development of my respect for statistical methods.

In the early 1990s I was introduced to connectionist computation in the philosophy department of Adelaide University. My knowledge of artificial neural networks grew out of this experience.

Both of these intellectual stages are represented in this thesis. However, the decision to apply these methods to electoral phenomena grew out of an idea for a project based on consumer behaviour. Thus, this thesis is the result of interwoven strands of influences.

It was my supervisor, Dr Fred Gale, who helped me to make sense of these disparate influences. Dr Gale provided me with a great deal of advice and direction. Furthermore, Dr Gale was able to provide me with encouragement when I felt that the project might not be successful. Most of our discussions were conducted by phone and email due to my habit of locating myself in the far flung reaches of this continent. Dr Gale, however, was not even vaguely perturbed by this arrangement. The alacrity with which he was able to deal with my enquiries and the demands of long distance exchanges of marked up manuscripts was possibly due to my ability to reciprocate his generosity by supplying him with regular amusing anecdotes about my adventures.
Table of Contents

Chapter 1: Introduction

The Campaigning Conundrum .................................................. 1
Research Questions ................................................................. 3
Methodology ........................................................................... 4
Thesis Structure ...................................................................... 6

Chapter 2: Electoral Models, Predictions and Model Building ................. 8
Conventional Approaches to Electoral Prediction ............................. 8
Problems with Conventional Approaches .................................... 10
An Alternative, Non-Linear Model: Neural Networks .......................... 11
Summary .................................................................................. 16

Chapter 3: Personal Contact Campaigning ........................................ 18
Two Caveats .............................................................................. 18
Elections and Campaigning ....................................................... 19
Marsh 2004 .............................................................................. 22
Customer Retention Research .................................................... 27
Determining an Effective Campaigning Method ............................... 28
Why Not Target the Swinging Voter? ........................................... 29
Targeting the Potential Deserter .................................................... 34
Determinism of the Macro Model versus Interventionism of the Micro Model .................................................. 36
Summary .................................................................................. 37

Chapter 4: The Macro Model .......................................................... 38
Choice of ALP ........................................................................... 38
Data Considerations ................................................................... 39
Booth-Level Analysis .................................................................. 41
Independent Variables .................................................................. 43
Dependent Variable ..................................................................... 43
Macro Model Specifications ........................................................... 44
Results ...................................................................................... 45
Discussion ................................................................................ 51
Summary .................................................................................. 55
The Dependent Variable ................................................................ 56
Modification of the Micro Model .................................................... 57
Results ...................................................................................... 58
List of Tables

Table 1 Association Between Type of Contact and First Preference Vote %...........24
Table 2 Model Estimates of Vote .................................................................25
Table 3 Association Between Type of Contact and FPV ..................................26
Table 4 Federal Election TPP and Swings: Correlations Between 2001 – 1996.....31
Table 5 T-Test for Swings 2001, 1998 and 1996 NSW Seats in Federal Elections....33
Table 6 T-Test: TPP Vote 2001, 1998 and 1996 NSW Seats in Federal Elections....33
Table 7 Holdout Sample 2001 ........................................................................46
Table 8 2004 TPP Seat Prediction Summary ..................................................47
Table 9 Booth Vote Weighting Calculation, Seat of Banks ..............................48
Table 10 Booth Vote Weighting Calculation, All NSW Seats ..........................49
Table 11 Effect of Traditional ALP Campaign .............................................52
Table 12 Effect of Model Based ALP Campaign ...........................................54
Table 13 Output of the Micro Model for the Seat of Dobell .............................59
Table 14 Effect of Candidate Campaigning using the Micro Model in the Seat of Dobell.................................................................60
Table 15 Number of Campaign Days Required to Add a Given percentage to FPV (Candidate) ........................................................................64
Table 16 Addition to Seat Vote from Campaign Activities of Campaign Workers....64
Table 17 Number of Campaign Days Required to Add a Given percentage to FPV (Party Worker) .................................................................65
List of Figures

Figure 1 Illustration of Neural Network Architecture ............................................. 13
Figure 2 Illustration of Linear versus Non-Linear Boundary ..................................... 14
Figure 3 Voter Support Matrix .................................................................................. 34
Figure 4 Percent Addition to FPV from Campaigning in Successive Booths ............ 62
Figure 5 Macro Model Initial Training Control Flow Settings .................................... 94
## List of Abbreviations

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABS</td>
<td>Australian Bureau of Statistics</td>
</tr>
<tr>
<td>AEC</td>
<td>Australian Electoral Commission</td>
</tr>
<tr>
<td>ATO</td>
<td>Australian Taxation Office</td>
</tr>
<tr>
<td>ALP</td>
<td>Australian Labor Party</td>
</tr>
<tr>
<td>CRR</td>
<td>Customer Retention Research</td>
</tr>
<tr>
<td>FF</td>
<td>Fianna Fail</td>
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<tr>
<td>FG</td>
<td>Fine Gael</td>
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<tr>
<td>FPV</td>
<td>First Preference Vote</td>
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<tr>
<td>MP</td>
<td>Member of Parliament</td>
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<tr>
<td>OLS</td>
<td>Ordinary Least Squares</td>
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<tr>
<td>PD</td>
<td>Progressive Democrats</td>
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<td>SF</td>
<td>Sinn Fein</td>
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<tr>
<td>STV</td>
<td>Single Transferable Vote</td>
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<tr>
<td>TPP</td>
<td>Two Party Preferred</td>
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<td>US</td>
<td>United States</td>
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