

# Profiling websites - bringing elections closer to citizens?

European Parliament Elections 2009



Global Forum Shaping the Future 2008. Users Empowerment in the Global Digital Economy.

Session 8: Governmental Challenges - Converging Technologies / E-Democracy & E-Participation

Athens, 21st & 22nd October, 2008

## Democracy in Europe

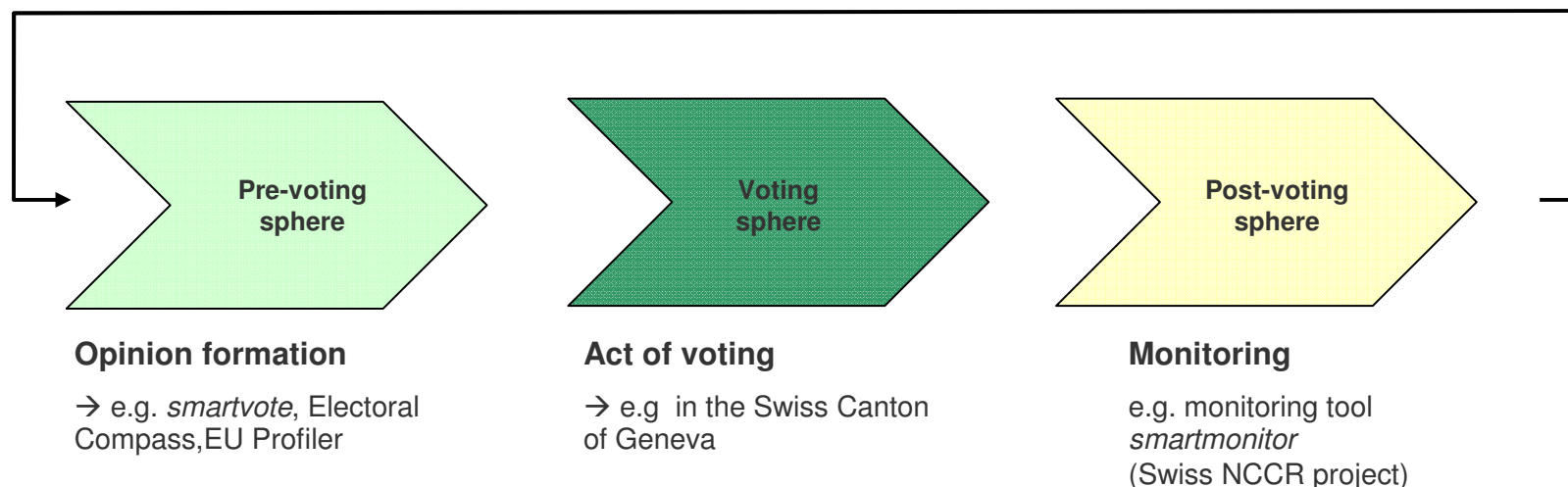
- List of challenges to democracy in Europe is long (Schmitter and Trechsel 2004, Kriesi 2007 etc.)
- In particular: break down of traditional mechanisms of representation
  - trust ▼
  - electoral turnout ▼
  - party identification ▼
  - guardian institutions ▲
  - etc.

## Challenging the political offer:

- Opaque policy positions ▲
- Complex, multidimensional preference mash ▲
- Fragmentation ▲
- Unholy coalition-building ▲
- Unpredictability ▲

## No chance for democracy?

- Lost voters - but not yet lost political curiosity!
- Its the moment of ICT giving the interested public the chance to learn more about: parties / candidates / public opinion / political behavior / campaign dynamics



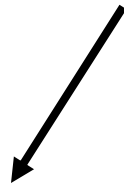
## EU Parliament Elections 2009:



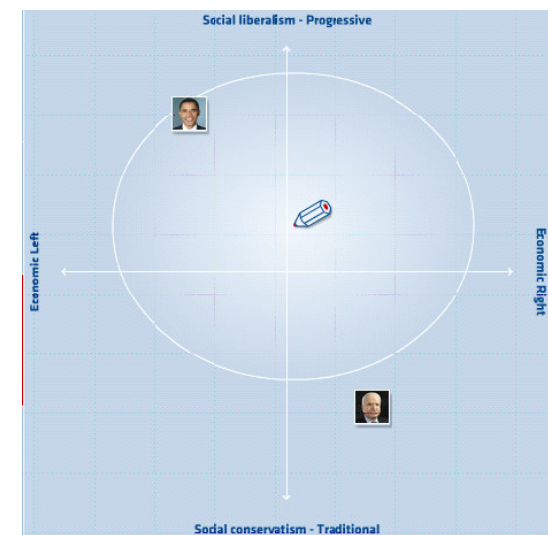
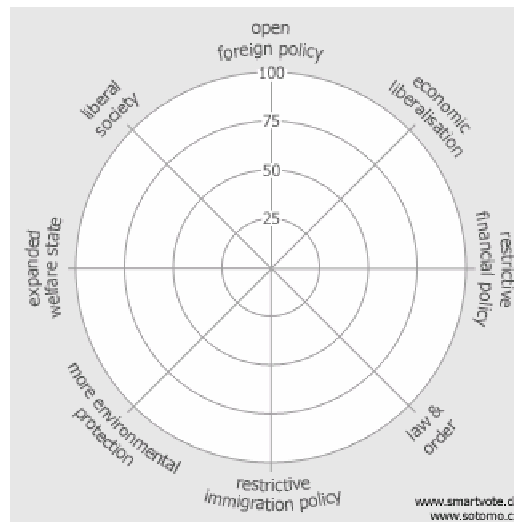
- Consortium partners:
  - European University Institute, Florence (lead)
  - Kieskompas with NCCR/smartvote (technological development)
- in close coordination & collaboration with the European Election Study (EES)

# eu★profiler

3 different types of visualisations : congruence lists, spiders and compasses



National		EU	
82%	CDU	97%	PPE
78%	CSU	96%	OEVP
65%	FDP	95%	Cons.
32%	SPD	95%	SVP
28%	Grüne	91%	Lega
5%	Linke	88%	SLS



## 4. EU Profilers' potential on:

1. **Political parties**
2. **Public Opinion**
3. **Political Behavior**
4. **Campaigning**
5. **Methodology**
6. **Other actors**

Thank you for your attention!

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- EU elections 2009: [www.euprofiler.eu](http://www.euprofiler.eu)
- Swiss elections 2004-2008: [www.smartvote.ch](http://www.smartvote.ch)
- NCCR Democracy research project about *smartvote*:  
[www.nccr-democracy.uzh.ch/nccr/knowledge\\_transfer/ip16](http://www.nccr-democracy.uzh.ch/nccr/knowledge_transfer/ip16)