

Centre for Public Policy



Try on a Party!
**politika.lv special offer for
the election's season**

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About **politika.lv** and **PROVIDUS**

- **politika.lv** – a popular and influential public policy resource and e-participation tool, on-line since 2001
- Institutionally, part of **PROVIDUS** – a “think-and-do-tank” in Latvia, established in 2002

Try on a Party! history

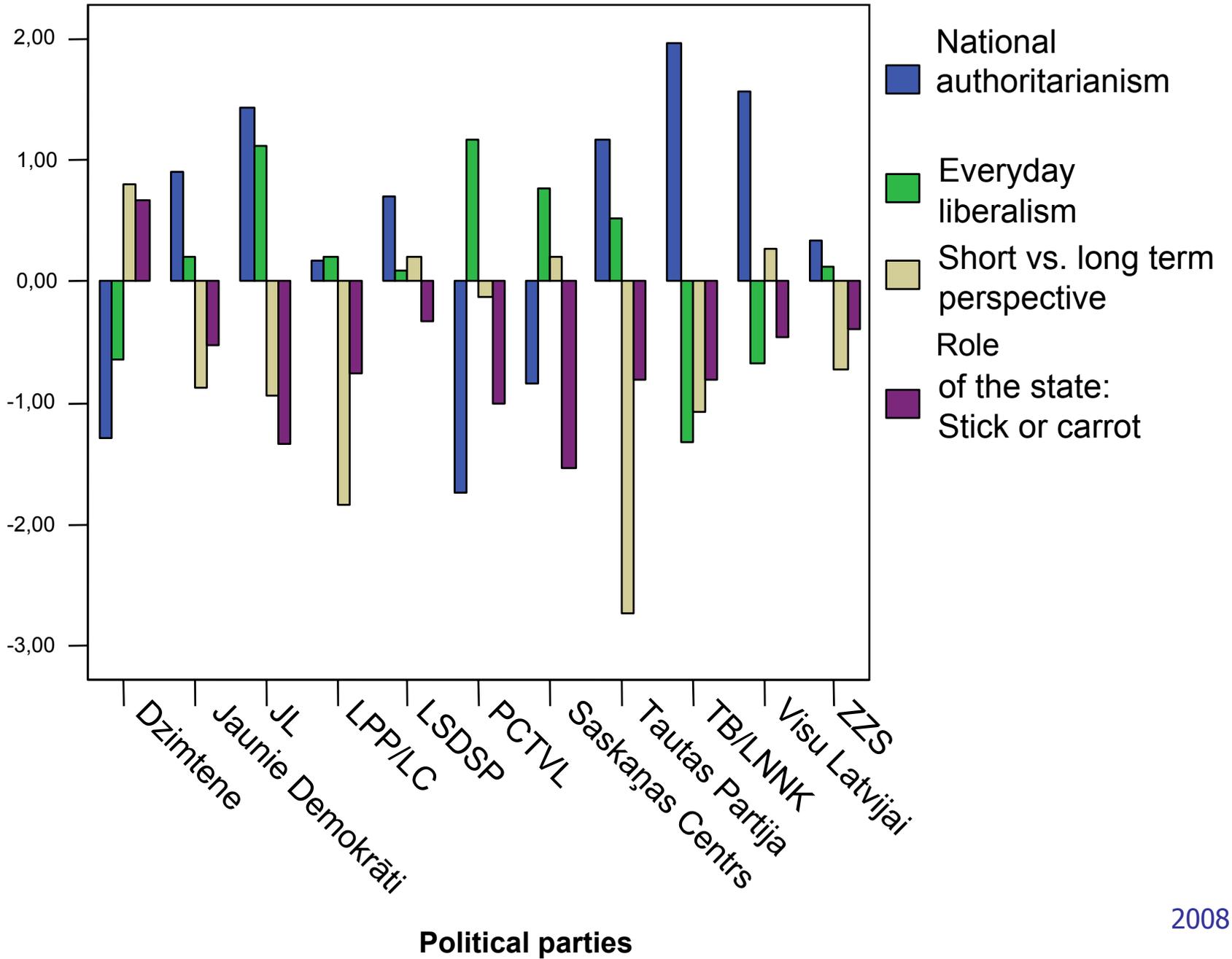
- an on-line tool enabling users to compare their views on select issues with those of political parties
- first designed by **politika.lv** for general elections in 2002
- up-dated and adapted versions for the elections to the EP in 2004, general elections in 2006

The political environment

- Party programs are weak/not significantly different, therefore no real choice
- Politicians views often are in contradiction with the party programs
- Excessive “migration” of leading politicians between parties

Try on a Party! contents

- 15-17 statements, generated by the target audience in a heterogenous focus group
- Selection of statements with high bi-polar attitude, testing for clarity
- Obtaining the answers from top 5 candidates of the political parties
- Display of results on 4 scales, grouped through the method of factor analyses

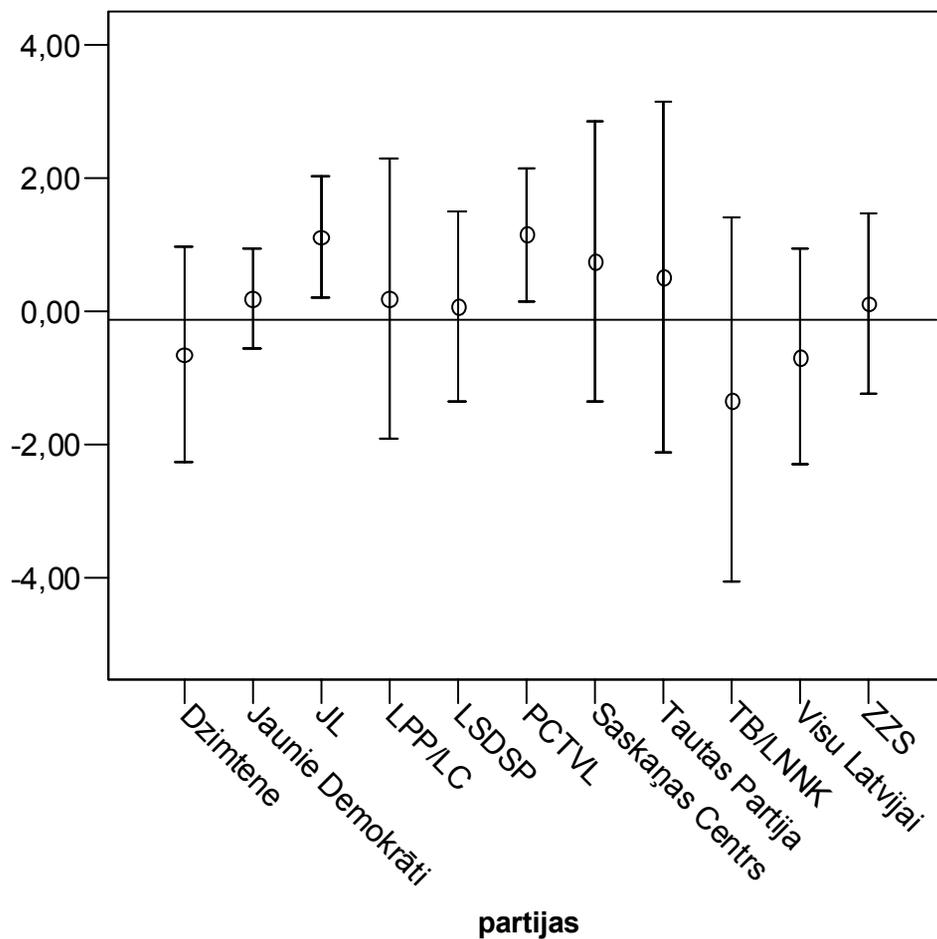


How is *T.O.P* different?

- Politicians are made to respond to the public agenda
- Party positions calculated based on individual responses by politicians
 - minimising of a spin-doctoring effect
 - scales indicating deviation of opinion within a party
- By-product: a political party compatibility map

Factor: Everyday Liberalism

example of deviation of individual opinions



T.O.P. versions/adaptations

- For elections to the EP, the statements were produced by expert focus group and through analyses of pre-EU-accession opinion polls
- Addition of two extras in 2006: ranging priorities for the next Parliament/govt and evaluation criteria for a politician
- Not yet used for municipal elections

Development and contacts:

- public policy website **politika.lv**

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