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
Political parties

National authoritarianism
Everyday liberalism
Short vs. long term perspective
Role of the state:
Stick or carrot

Dzimten  Jaunie Demokrāti  LPP/LC  LSDSP  PCTVL  Saskaņas Centrs  Tautas Partija  TB/LNNK  Visu Latvijai  ZZS

2008
How is \textit{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.
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