Advice, test or toy?

*Images of Stemwijzer/WoM*

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Online survey

- Reasons for using the SW/WoM
- Perceived impact of the SW/WoM
- Political knowledge, political interest
- Electoral preferences
- Socio-demographic characteristics users
- 12000 completed surveys from WoM-users; 14000 from SW-users
Presentation

- Reasons for using SW/ WoM
- Typology of users
- Perceived significance
Motives for using SW/ WoM

- info positions
- test pty pref
- advice
- curiosity
- surprise
2nd Motive

![Bar Chart](chart.png)

- info positions
- test pty pref
- advice
- curiosity
- surprise

Legend:
- WoM
- SW
SW national and european elections

- info positions
- test pty pref
- advice
- curiosity
- surprise

SW 2003
SW 2004
Typology

- Two-step cluster analysis on 1st and 2nd reason for using SW/WoM

- 3 types of users who have different images of SW/ WoM
  - ADVISE: getting voting advise
  - TOY: trying out and being surprised
  - TEST: check on initial party preference
Typology of users

- Advice
- Test
- Toy

Legend:
- WoM
- SW
Typology of users

• ADVISE: Female, low interest in politics and political knowledge

• TEST: Male, high interest in politics

• TOY: Male, young, high interest in politics
Evaluation SW/ WoM

- Clarified European issues and party positions
- Helped with making party choice
- Encouraged to look for more info
- Stimulated debate with peers
- Motivated to cast a vote for the EU-elections
- Changed party preference
- Was fun
Factor analysis

- 3 different aspects of the SW/ WoM significance
  - A) Impact on political knowledge
  - B) Impact on political engagement
  - C) Impact on voting behaviour
Impact

• A) Impact on political knowledge (58%)
  – Female, high interest, low knowledge

• B) Impact on political engagement (38%)
  – Female, high interest, low knowledge

• C) Impact on voting behaviour (4%)
  – D66, LPF/ SPD, FDP, high interest, low knowledge