Inside the mind of a voter - Memory, Identity, and Electoral Psychology

Fact Sheet

Project Information

INMIVO

Grant agreement ID: 241187

Status
Closed project

Start date
1 January 2010

End date
31 December 2015

Funded under
FP7-IDEAS-ERC

Overall budget
€ 1 198 885

EU contribution
€ 1 198 885

Hosted by
LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

United Kingdom

Objective

In many ways, social scientists still face an almost complete mystery when it comes to understanding what happens in a voter's mind while (s)he stands in the polling booth, form in hand, ready to accomplish his or her civic duty. What are the deep images, beliefs, and memories that may be activated when they finally have to make up their electoral mind? This project precisely targets this 'hidden part' of the voter's mind, particularly focusing on electoral memory, identity, and psychology and their impact on voters' behaviour in the context of both elections and referenda. The project uses a four-fold methodology with 2 series of interviews, experiments, and a survey component. It will shed unprecedented light on the entire notion of long term coherence of a voter's behaviour, regardless of whether they remain faithful to one political party or switch over time. In particular, our findings will help us to capture the logic of the vote of the 20-30% of the electorate who claim to be undecided hours before an election or a referendum and that of the up to 10% who claim to change
their minds in the same period. The project will additionally enlighten us on electoral psychology in referendum voting, the elusive 'd term' (expressive value of the vote), the logic of participation, etc. The project comes with a pledge to publish a minimum of 4 books, 5 articles in major journals, several other articles and chapters, and, mostly, a genuine breakthrough in our understanding of electoral behaviour in a context of dealignment. It will also result in the creation of Europe's only Centre for Research in Electoral Psychology, which will become a focal point for political psychology and electoral research in Europe, and organise regular workshops, seminars, and a large conference.

Field of science

/social sciences/psychology

Programme(s)

Topic(s)

Call for proposal

ERC-2009-StG

Funding Scheme

ERC-SG - ERC Starting Grant

Host institution

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

Address

Houghton Street 1
WC2A 2AE London
United Kingdom

Activity type

Higher or Secondary Education Establishments

EU contribution

€ 1 198 885

Website

Contact the organisation

Principal investigator

Michael Bruter (Dr.)

Administrative Contact

Davina Nauth (Ms.)

Beneficiaries (1)
<table>
<thead>
<tr>
<th>EU contribution</th>
<th>€ 1 198 885</th>
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<tbody>
<tr>
<td>Address</td>
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<tr>
<td></td>
<td>WC2A 2AE London</td>
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<td>Activity type</td>
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<td>Principal investigator</td>
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<td>Administrative Contact</td>
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**Last update:** 1 August 2019  
**Record number:** 93467  

**Permalink:** https://cordis.europa.eu/project/id/241187/  

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