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SPIS TREŚCI

Spis treści	3
Contents	5
Wstęp	5
Agnieszka Turska-Kawa Waldemar Wojtasik Zachowania wyborcze obywateli w 2010 roku	11
Kinga Jaruga Żaneta Krawczyk Stosunek Polaków do wydarzeń posmoleńskich w perspektywie deklarowanych preferencji politycznych.....	31
Magdalena Marzec Jarosław Wichura Preferencje polityczne a opinia publiczna	55
Robert Alberski Dylematy wyborcy. Czynniki wpływające na zachowania wyborcze w kampanii prezydenckiej i samorządowej w 2010 roku	79
Danuta Karnowska Indywidualizm versus wspólnotowość	101
Agnieszka Kampka Symboliczne formy władzy	121
Irena Pilch Makiawelizm jako osobowościowy predyktor zachowań wyborczych.....	145
Agnieszka Turska-Kawa Osobowościowe predykatory zachowań wyborczych. Rozważania w kontekście modelu „Wielkiej Piątki”	165

Łukasz Tomczak	
Przywódcy polskich partii politycznych.....	187
Waldemar Wojtasik	
Istotność wyborów i jej czynniki w świadomości społecznej	205
Wojciech Peszyński	
Kandydat czy partia? W poszukiwaniu determinant zachowań wyborczych elektoratu.....	227
Zbigniew Widera	
Wybrane elementy marketingu wyborczego, jako determinant decyzji wyborczych elektoratu w trakcie kampanii wyborczych.....	249
Julia Liszkowska	
Opinia wyborców o integracji Polski z Unią Europejską a preferencje i aktywność wyborcza.....	269
Spis tabel i wykresów	287
Summaries.....	297
Aneks	303

CONTENTS

Spis treści	3
Contents	5
Introduction	5
Agnieszka Turska-Kawa Waldemar Wojtasik Electoral behavior of citizens in 2010.	11
Kinga Jaruga Żaneta Krawczyk The attitude of the Poles towards the events taking place after the Smoleńsk plane crash in view of declared political preferences.	31
Magdalena Marzec Jarosław Wichura Political preferences of a public opinion.	55
Robert Alberski Dilemmas of the voter. Factors influencing the electoral behavior in the presidential and local campaign in 2010.	79
Danuta Karnowska Individualism versus community.	101
Agnieszka Kampka The Symbolic Forms of Power.	121
Irena Pilch Machiavellianism as a predictor of voting behavior.	145
Agnieszka Turska-Kawa Personality predictors of voting behavior. Considerations in the context of the "Big Five" model.	165

Łukasz Tomczak	
The leaders of Polish political parties.....	187
Waldemar Wojtasik	
Significance of the elections and its factors in the social consciousness.....	205
Wojciech Peszyński	
A candidate or a party? Searching for determinants of political behavior of Polish electorate.....	227
Zbigniew Widera	
Selected elements of election marketing as a determinant of the decision of the electorate during the electoral campaign.....	249
Julia Liszkowska	
Opinion of voters on Polish accession to EU in relation to political preferences and activity.....	269
Table and Figure Index.....	287
Summaries.....	297
Anex.....	303

SUMMARIES

Agnieszka Turska-Kawa, Waldemar Wojtasik

Electoral behavior of citizens in 2010.

The article presents the analysis of the socio-political context of the carried out project. It draws attention to the events of 2010 that have dynamised the political space, in particular, the Smolensk disaster of April 10, which changed the nature of political competition, not only by accelerating the date of the presidential elections, but mainly by depriving some of the parties of the natural candidates in the upcoming elections and leading politicians. This has left its mark on the presidential, but equally on the local elections.

Key words: electoral behavior, Smolensk disaster, presidential election 2010, local elections 2010

Kinga Jaruga, Żaneta Krawczyk

The attitude of the Poles towards the events taking place after the Smoleńsk plane crash in view of declared political preferences.

The plane crash in Smolensk on April 10th 2010, which entailed the death of 96 representatives flying to commemorate the victims of Katyń, brought the spectre of deep mourning to the whole country. The death of so many people from political, cultural and military environments triggered unexpected reserves of social solidarity.

The article is an attempt to present reality after the Smolensk plane crash. Its aim is to verify a thesis that the plane crash was used for political purposes. The analysis of the research material is going to determine to what extent political preferences are a factor influencing the views of the people surveyed concerning the decision to transfer the memorial cross planted outside the presidential palace in Warsaw as well as to bury the presidential couple in Wawel cathedral in Kraków. The issues raised in the article are going to be examined in three areas: the presidential election, the parliamentary election, the regional election.

Key words: the Smolensk plane crash, elections, the transfer of the memorial cross, the funeral of Lech Kaczyński

Magdalena Marzec, Jarosław Wichura

Political preferences of a public opinion.

Political preferences and pre-election polls are interrelated. Analysis of the voice of society helps to plan rationally the future tasks and simultaneously analyze current problems, also social expectations. Although public opinion generally is perceived as acceptance or criticism of political action, but this survey and their analysis also points to a third state of indifference to politics. Often, the parties seek to reduce this third group and are communicating to a neutral or undecided voters, trying to enlarge the circle of its supporters.

It is necessary to remember that public opinion is shaped by the information coming to its knowledge, and these may be subject of manipulation. It is believed that it is often manipulated by party leaders and the media. Conducive to this type of activity is the time of the election campaign, including a measure surveys of support for particular parties or candidates. Extremely important due to the influence of the media is the perception of fairness by the public.

Analysis of the receipt of polls, assess the reliability and credibility of media sources is useful for specialists in PR and marketing franchise. The research allowed to extract some trends in the behavior of the electorate, which in view of their continuation can be very useful.

Key words: public opinion, pre-election polls, reliability of the information, sources of the information

Robert Alberski

Dilemmas of the voter. Factors influencing the electoral behavior in the presidential and local campaign in 2010.

This part of the report discusses three questions, included in the questionnaire about electoral behavior during presidential and local elections in 2010. First question asks about the time, when the voter made his decision for which candidate he would vote for in the First round in the Presidential election. Second question is about the factors, that decide in choosing particular electoral committee in Local elections and third - about the problem of how big and stable is negative electorate of Polish political parties. As can be seen from presented data, majority of voters was sure of their political preferences long before the beginning of Presidential campaign and those, who made their decision during it, in most cases, in it's first phase. The mobility of Polish electorate is reduced, also because of the largeness and mutual penetration of negative electorate and effectiveness of political agitation is also limited. Because of that voters political preferences are relatively stable, despite the Smoleńsk Crash and increasingly intense competition of party elites.

Key words: Presidential Election 2010, Local elections 2010, electoral behaviour, election campaign, electorate negative.

Danuta Karnowska

Individualism versus community.

After 1989, the Polish political scene clashed two traditions: individualism and community. They were a reflection of social trends and habits, whereas for the political parties became the axis around which were decided the main dilemmas of the political system, economy and cultural sphere of the society.

Dilemmas of reconciling individualism with community trends were consistent with the presence of Catholic values in society, traditions and political culture. Along with the consolidation of democracy in Poland, became the determinant of political views and attitudes, thereby affecting the socio-political divisions in Poland.

Key words: individualism, community, political parties, society

Agnieszka Kampka

The Symbolic Forms of Power.

The research was aimed at answering two questions: which politicians' features, qualities and behaviours reinforce the civil support and which deliberative competences citizens have got.

The respondents regardless of their political preferences pointed to the same behaviours of politicians occupying the most important state posts. These were: constitutional duties, special accountability for words and frequent speaking in public. The majority of the respondents said that a politician should be able to defend his opinion, effectively carry out his ideas and at same time he should listen to others' ideas and understand the problems of ordinary men. The majority of those polled restricted themselves to radio, TV, Internet and printed media in passive rather active way. They use the media rather as a source of political knowledge than an instrument of public deliberation.

The research, concentrated on the communicative perspective of political power, showed that beliefs about the symbolism of power are shared by the majority of citizens regardless of their political views and choices.

Key words: power, symbolism, communication, deliberation, legitimization

Irena Pilch

Machiavellianism as a predictor of voting behavior.

Individual characteristics of voters and candidates assume greater importance in political discourse. Personality traits of voters become decisive for political choice. It is possible that people vote for candidates whose personality traits match their own traits. The main aim of the investigation was to test the relationship between voters' Machiavellianism and self-reported voting behavior in presidential and municipal elections in 2010, and between voters' Machiavellianism and voting preferences in national elections. The evidence confirms that Machiavellianism is associated with voting and preferences for particular parties and candidates. There is a relationship between Machiavellianism and electoral participation.

Key words: personality, voting behavior, Machiavellianism, political psychology

Agnieszka Turska-Kawa

Personality predictors of voting behavior. Considerations in the context of the "Big Five" model.

The five factor model of personality, so called "Big Five" of Paul T. Costa, and Robert R. McCrae is a valuable tool for researchers of individual differences, as it assumes the existence

of supracultural and suprademographic and structurally most general personality dimensions, allowing for full and comprehensive characterization.

The subject of the article are two factors of the “Big Five” model - openness to experience and agreeableness. Given their characteristics and the analysis described in the literature on the research subject, the author assumed that the political preferences of individuals with varying levels of the analyzed factors will vary also. There will also be a difference in their political behavior in terms of political activity - passivity. Diagnosis of openness to experience and agreeableness was conducted based on the NEO-FFI Personality Inventory of Paul T. Costa and Robert R. McCrae in the Polish adaptation of Bogdan Zawadzki, Jan Strelau, Piotr Szczepanik, and Magdalena Sliwinska.

Key words: personality, voting behavior, “Big Five” model, political psychology

Łukasz Tomczak

The leaders of Polish political parties.

The article concerns the place of a leader in a party, their statutory competences and the voters' evaluation of a party and its leader: is the present leader fulfilling their role in the expected way, would the leader change improve the voters' perception of the party, would they vote on the party if the present leader resigned. The leader position in a party is due to the respect which is given to the leader or to statute of the party. The research involves four biggest Polish Parties: Platformę Obywatelską RP, Prawo i Sprawiedliwość, Sojusz Lewicy Demokratycznej and Polskie Stronnictwo Ludowe.

The statute analysis proves that from voters' point of view the more powerful becomes and more competences gets a leader whose party is more on the right side of the parliament. despite the fact that the voters do not realize the formal side of the leadership, their evaluation of the party is combined with the scale of a leader's competences set in a party statute. The voters' evaluations of leaders have confirmed the leader's formal basis, although the evaluations were more in respect to the personality and charisma. the right side parties leaders are evaluated as strong personalities by their own voters. in the research the voters evaluated the leaderships of their parties in a respectably positive way and did not want to change them.

Key words: political party, leadership, left wing, right wing, organisational structure

Waldemar Wojtasik

Significance of the elections and its factors in the social consciousness.

One of the basic features of a democratic state are cyclical and competitive elections. They are an instrument through which the ideas of political representation are implemented, while being also a factor of creation of various authorities. The specificity of the distribution of power in a democracy is founded on the causative position of the general elections, as a form of granting the most important powers to the institutions of the political system.

The present article text presents the results of research on the issue of the social significance of the various elections held in Poland and the factors influencing the perception of their importance. In the course of the study were revealed both the social preferences for the function of distribution of power and influence on the lives of citizens as the most important factors

in the perception of the importance a given election. In the case of the least important elections, a key reason for such their perception was the location of the decision-making in other bodies of the political system than the one on which the opinions were expressed.

Key words: significance of elections, elections, social consciousness

Wojciech Peszyński

A candidate or a party? Searching for determinants of political behavior of Polish electorate.

In Polish election, based on proportional rule, “half-opened” candidates list system is applied. Polish electors vote for parties (committees), but select also candidates within lists. This solution gives possibility to research election competition on personally level.

The material, which was collected through quantity research ‘Political preferences 2010’, shows that it is useful to research the determinants of election decisions of electorates voting for the most important Polish parties (PO, PiS, SLD and PSL). This article is connected with political behavior in Polish regional election (voivodeship sejmiks) in 2010. The main aim of this article is to answer the research question: *Which of this aspects – parties or personas – have a bigger contribution to getting vote on concrete list of candidates?*

Key words: an analysis, proportional rule of election system, “half-opened” candidates list system, personal determinants, parties determinants, electors, survey.

Zbigniew Widera

Selected elements of election marketing as a determinant of the decision of the electorate during the electoral campaign.

Selected elements of election marketing as a determinant of the decision of the electorate during the electoral campaign. Voter deciding who cast his vote, is determined of different factors. They include both acquired value systems, the impact of the environment in which the voter is located as well as the political state of the market at the time of the election. It comes to e.g. general and local socio – economic situation. Knowing, how determinants are shaping up electoral decision not only allows policy-makers respond appropriately to the needs of the electorate but also to streamline the techniques and instruments for electoral marketing.

Key words: marketing, election, electoral campaign

Julia Liszkowska

Opinion of voters on Polish accession to EU in relation to political preferences and activity.

The present article aims to describe the relationship between political preferences of voters in different types of Polish elections (local, parliamentary, presidential) or of citizens inactive in the elections and their opinion on the integration of Poland with the EU as positive or negative. The results are based on a poll carried out at the end of 2010. The voters were asked about the political parties and groups they support in different elections (or specific persons

in the case of presidential elections) and how they voted during the EU accession referendum – in all questions they could also chose “I did not vote” option . Also data on receiving – or not – EU funds in any form by the individual voters was collected in order to establish if there exists a connection between a pro-EU stance and being a recipient of EU funds. The article compares the opinions on EU of voters supporting different political groups, and draws tentative conclusions.

Key words: political preferences, political activity, inactivity, elections, Poland, EU funds, EU integration, positive, negative, political parties.