

**Political Preferences**  
**Preferencje polityczne**

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## SUMMARIES

**Waldemar Wojtasik** (University of Silesia in Katowice, Poland)

*Polish voter in the perspective of retrospective voting mode*

The idea of retrospective voting refers to voting decisions that are based on an evaluation of how the government has managed the economy. Research on economic voting in Poland have been carried out from the beginning of the democratic transformation, focusing on isolating and testing of the transition model specific to the countries of Central Europe. Its differentiating feature is a novel way of simultaneously joining the retrospective and prospective motivations in the behaviour of voters, compared to the conventional model present in consolidated democracies. The retrospective voting model is defined as deciding whether to reward or punish the incumbent party on the basis of past policy performance. Based on analysis and own research, the presented paper evidences that the validity of applying the transitional model in the study of economic voting in Poland has been exhausted, as the retrospective motivation is nowadays predominant in the decisions of voters.

**Key words:** elections, economic voting, retrospective voting, prospective voting

**Łukasz Tomczak** (University of Szczecin, Poland)

*Polish political parties voters and social stratification problem*

Article refers to the ratio of the party and their constituents facing the problems of social stratification. The analysis underwent voters of elections to the European Parliament and election to the local governments 2014. There were considered five Polish parties: Platforma Obywatelska, Prawo i Sprawiedliwość, Sojusz Lewicy Demokratycznej, Polskie Stronnictwo Ludowe, Nowa Prawica of Janusz Korwin-Mikke. The respondents' preferences were also examined in the relation to the place on the

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political scene declared by them and defining accordingly as left wing, right wing and centre. It was questioned whether differences in income between rich and poor in Poland are too large and whether the state should seek to reduce income inequalities of citizens. For the voters of most of the parties income differences were too high. The voter majority also believed that the state was to reduce the differences. The majority of opponents of the state involvement was only in the group of voters of Nowa Prawica. The views of voters slightly differed in the context of left and right division.

**Key words:** polish party system, social stratification, left and right

**Agnieszka Turska-Kawa** (University of Silesia in Katowice, Poland)  
*Economic factor as a predictor of voting behaviour*

The article seeks to answer the question of whether, and if yes – to what extent, voters are guided by economic issues in their decisions about electoral participation (activity or passivity in the elections). The analysis of this question was carried out in the context of declared electoral behavior of the respondents in elections which took place in 2014, namely to the European Parliament and the Polish regional (voivodship) parliaments. Detailed analysis was aimed at verifying the sociodemographic variables that could significantly differentiate the subjective importance of the economic factor in decisions taken on electoral participation. These empirical considerations took into account variables such as sex, age, education, marital status, financial situation, professional status and place of residence.

**Key words:** electoral behavior, economic issues, electoral participation

**Karolina Tybuchowska-Hartlińska** (University of Warmia and Mazury in Olsztyn, Poland)  
*Political participation in Poland*

Basing on research carried out on a representative group of Poles, as part of a national research project called „Political preferences. Attitudes-IdentitiesBehaviours”, it can be concluded that respondents the most often point expressing their beliefs through petitions (23%), local initiatives (21%) and demonstrations (12%). Research shows that men more frequently than women express their opinions through petitions (54,2%-45,8%), local initiatives (54,3%-45,7%) and demonstrations (61,6%-38,4%). Inhabitants of villages and towns over 200 thousand people were nearly two times more active than citizens



of medium-sized villages. Having at least a secondary school education definitely increases people's activity (approx. 40%), more than having a vocational education (approx. 13%). Expressing views is also dependent on age because younger people do it more frequently than elder ones. The most indicated were individuals in the age group 25-34 (62%), more rarely although in comparable proportions people aged 18-24 and 35-44 while in the next age groups that activity drops significantly. People aged 18-24 and 45-54 the most willingly take part in demonstrations. People aged 25-34 sign petitions and engage in local initiatives. Among citizens in the age of 55 and more there is not evident diversity in the forms of participation. The differences in the behaviour of people with various views are also highlighted. Those who declare themselves as left wing prefer petitions (39%) against local initiatives (35%) and demonstrations (26%). Centrist voters the most often choose petitions (49%) against local initiatives (34%) and demonstrations (17%). And people who declare themselves as right wing mainly indicate local initiatives (43%) against petitions (36%) and demonstrations (21%). But those citizens, who could not determine themselves, the most often decide to petitions (49%) against local initiatives (32%) and demonstrations (19%). Taking under consideration declared political views there are no significant differences when it comes to membership in political parties, trade unions, non-government organizations and local associations. Greater disproportions are highlighted when comparing belonging to different types of organizations. Regardless of the opinions the most popular are local associations, followed by non-government organizations, trade unions, and the least political parties. In conclusion, it can be said that the political participation in Poland clearly indicates who is more frequent and who is more seldom willing to be active in this area. It seems to be an important clue for those wishing to take effective activities to increase the involvement of citizens.

**Key words:** political participation, Poland, local initiatives, demonstrations, petitions

**Robert Alberski** (University of Wrocław, Poland)

**Danuta Plecka** (Nicolaus Copernicus University in Toruń, Poland)

*Civil political competency and chosen reasons when taking electoral decisions*

Civil political competency, but especially public trust are the basis of development of the civil society. Level of civil political competency also influence the electoral behaviour. In a research made in the end of 2014 we asked about Polish people civil political competency and about chosen reasons when taking electoral decisions. The group who declares an absence in the election or not taking big

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care about their electoral decisions and also have lack of skills to determine on which place on the left-right line they are, give evidence of a very low level of civil political competencies. Less important for them are programs and future plans presented by the politicians and political parties and also how they realize them (or not). When taking an electoral decision on the local level, this group take a lesser degree of care than other voters about the local elections candidates (for mayors, council member etc.) memberships to the political parties.

**Key words:** political competences, electoral behavior, electoral decisions, political parties, parliamentary elections, local elections

**Magdalena Musiał-Karg** (Adam Mickiewicz University in Poznań, Poland)  
*Electronic voting as an alternative method of participation in the elections – opinions of Poles*

The research subject of this paper are the opinions of Poles on the implementation of one of the alternative methods of voting in elections and referendums - an electronically assisted voting. The main aim of the author is the analysis of the attitudes of Poles on the idea of establishment of e-voting in Poland, and their declarations regarding the use of e-voting (if such possibility). The findings would be supplemented with selected data from the public opinion polls realized by the Office of Human Rights Defender (Ombudsman).

**Key words:** electronic voting, e-voting, Internet voting, opinions of Poles

**Maciej Marmola** (University of Silesia in Katowice, Poland)  
*The social reception of recall and people's veto among Polish electorate*

The institutions of direct democracy seem to be crucial for effective functioning of political system. The inclusion of citizens in decision-making process ensures that political representatives remain accountable throughout their term and must be responsive to the wishes of the voters. The empirical research conducted by the author proves that prevalent portion of electorate expects the introduction of recall and people's veto to Polish law. The results of analysis confirm the high level of citizens' support for institutions of direct democracy. This support is articulated by all groups of Polish electorate, regardless of party affiliation and ideological viewpoints.

**Key words:** direct democracy, recall, people's veto, social reception, Polish electorate

**Agnieszka Łukasik-Turecka** (The John Paul II Catholic University of Lublin, Poland)

*Support the candidate by the party leader and the decisions of voters. Electoral study*

Competition in the elections makes it necessary for the participants to seek different ways of standing out from the others. One of the ways is to utilize the rule of the authority. The mechanism of the irradiation technique causes positive feelings to radiate from a person well-known to and respected by an electorate onto a less well-known person but connected with the former even through having a photo together. The aim of the paper is to show what position those polled took on the issue of using the rule of the authority in the election campaigns in 2014. The results of surveys conducted in the autumn of 2014 clearly show which party electorates are prone to be influenced by this type of advertising, whether by being directly told by the party leader which candidate should be voted for, or by the candidate's photo together with the party leader or chairman.

**Key words:** election campaign, election advertising, irradiation technique

**Agata Olszanecka-Marmola** (University of Silesia in Katowice, Poland)

*Negative and visual advertising in the reception of Polish electorate*

Growing professionalization and personalization of electoral campaigns have prompted political parties to concentrate on political image and negative campaigning. This tendency is mainly noticeable in TV advertisements. Presented article consists of two parts. The first one discusses the role of negative and image ads. The other part includes the results of research conducted by the author. The analysis shows that the vast majority of Polish electorate does not approve using of negative and image advertising. It can denote that voters are exhausted of permanent mutual attacks of two major Polish parties (Civic Platform, Law and Justice) and expect more issue-oriented politics.

**Key words:** political advertising, advertising, negative ads, political image, image ads

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**Tomasz Olczyk** (Warsaw University, Poland)

*The strength of celebrities in the election campaign*

The article presents analysis of perceptions of electoral chances of celebrity candidates, and opinions about influence of celebrity endorsements on voters decisions among voters in the 2014 European Parliament elections and local elections in the same year in Poland. From 30% up to 50% of electorates of all except one party agree with the preposition that celebrities have bigger chances to win elections than traditional politicians. The only exception are voters of New Right of Janusz Korwin–Mikke. Up to 57% of electorates tend to agree with claims that celebrity endorsement have significant influence on voters decision. In this case neither party identification nor declared ideology is significant differentiator. These findings interpreted in terms of the low information rationality theory suggest that utilisation of celebrity in electoral campaigns may serve as an important cue for a low information voters.

**Key words:** celebrity politician, celebritization, celebrities, election campaign

**Janina Kowalik** (The Jan Kochanowski University in Kielce, Poland)

*Local democracy and the idea of term limits voits (mayors)*

For some time there is a debate on the term of office mayor and presidents of cities. Subject of the article is to analyze views on democracy and indicators of democracy, including the local dimension in the context of the controversy over the long cadence reeves impact on the functioning of local government. The author also extends to public opinion polls on the issue of limiting the cadence of mayors. We are analyzing the arguments of supporters and opponents of limiting the cadence of executive power in municipalities, as well as the dilemmas associated with the consequences of such restrictions for the quality of democracy. Limiting cadence has as many supporters as opponents – both sides have serious arguments for their positions.

**Key words:** democracy, local democracy, local elections, cadences mayor and presidents of cities

**Dominik Szczepański** (University of Rzeszów, Poland)

*Selecting the person? Determinants of voting behavior inhabitants of the Subcarpathian Voivodeship in elections to the European Parliament in 2014. in the light of empirical research*

The aim of the article was to present factors influencing voting behaviours of the Subcarpathian Voivodeship citizens during European Parliament elections in 2014, in the light of the conducted empirical research. The indicators that guided voters when casting votes to ballot boxes were analysed on the basis of a set of variables, such as: the attractiveness of election programmes and political parties, competences of candidates, the role of the Catholic Church during the election campaign, or the awareness of voters (self-reliance in making electoral decisions or its lack). The analysis and interpretations from the conducted research were preceded by a voting description of the Subcarpathian Voivodeship, treated, on a electoral map of Poland, as a specific region due to its above average support given to candidates and parties of right-wing provenance. In the final part conclusions drawn from the analytical process were presented.

**Key words:** personalization, Subcarpathian Voivodeship, European Parliament elections, voting behaviour