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*The role of citizens in data-driven election campaigns*

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# Digital Campaign Competence

The Role of Citizens in Data-Driven Election Campaigns



Sophie Minihold

# **Digital Campaign Competence**

## **The Role of Citizens in Data-Driven Election Campaigns**

**Sophie Minihold**

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Vienna, 2024

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This thesis was prepared within the partnership between the University of Amsterdam and the University of Vienna with the purpose of obtaining a joint doctorate degree. The thesis was prepared in the Faculty of Social and Behavioural Sciences at the University of Amsterdam and in the Faculty of Social Sciences at the University of Vienna.

# **Digital Campaign Competence**

## **The Role of Citizens in Data-Driven Election Campaigns**

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*For my parents.*

*For myself.*

*For Frodo.*



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*I got a million to choose from  
A million ways things could be  
In dull moments I feel like  
There's a million options I see  
The trouble is choosing one  
The trouble is doing one*

Ah Yom – John Frusciante

There are a million options to consider when writing a dissertation. Decisions, however, were never my strong suit. Luckily worries do become easier when you share them with others. Many people kept me on track and ultimately helped me finish this dissertation.

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*That's how actions should be, Freeing  
Step after step is our only choice in a walk*

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# Table of contents

<b>Acknowledgements</b>	<b>9</b>
<b>Chapter 1 Introduction</b>	<b>15</b>
<b>Chapter 2 Theoretical Framework</b>	<b>21</b>
2.1 Changing Election Campaigns	23
2.2 Data-driven Campaigns and Personalization	30
2.3 Toward Competence	37
<b>Chapter 3 Methodological Considerations</b>	<b>49</b>
3.1 Measuring Competence in Data-Driven Campaigns	50
3.2 Strengths and Challenges of Panel Survey Studies	51
3.3 Strengths and Challenges of Experiments	53
3.4 Strengths and Challenges of Latent Profile Analyses	55
3.5 Country Context	55
3.6 Open Science Principles	57
<b>Chapter 4 Overview of Manuscripts</b>	<b>59</b>
<b>Chapter 5 Exploring Digital Campaign Competence: The Role of Knowledge in Data-Driven Election Campaigns</b>	<b>63</b>
5.1 Introduction	65
5.2 Method	72
5.3 Results	74
5.4 Discussion and Conclusion	78
5.5 References	82
5.6 Appendix	86
<b>Chapter 6 Understanding Digital Campaign Competence: Conceptualizing Data-Driven Political Advertising Literacy</b>	<b>93</b>
6.1 Introduction	95
6.2 Methods	101
6.3 Results	104
6.4 Discussion and conclusion	112
6.5 References	166
6.6 Appendix	120

<b>Chapter 7</b>	<b>Game Over? Using (Not So) Innovative Interventions to Increase Digital Campaign Competence</b>	<b>137</b>
7.1	Introduction	139
7.2	Method	145
7.3	Results	149
7.4	Discussion and conclusion	153
7.5	References	157
7.6	Appendix	161
<b>Chapter 8</b>	<b>Conclusion</b>	<b>183</b>
8.1	Overall Summary and Discussion	185
8.2	Overall Contributions	187
8.3	Limitations and Avenues for Future Research	194
8.4	Final Thoughts	197
<b>Chapter 9</b>	<b>References</b>	<b>199</b>
<b>Chapter 10</b>	<b>Dissertation Abstracts</b>	<b>211</b>
10.1	Abstract English	212
10.2	Abstract German	214
10.3	Abstract Dutch	216