

COMPARATIVE POLITICS: POLITICAL CAMPAIGNS, PERSUASION, AND ELECTORAL STRATEGIES

Professors: **Jonne KAMPHORST**

Session: **June 2026**

Language of instruction: **English**

Number of hours of class: **36h**



Objective of the Course

This course examines how political campaigns influence voter behavior and shape electoral outcomes, combining theory, data analysis, and fieldwork. Through comparative politics, it provides insights into democracies from around the world, with particular attention to Europe and the United States.



Organization of the course

The course is organized in three parts.

- In Part I, we focus on short-term campaign strategies in the weeks leading-up to elections, including mobilization efforts, persuasion tactics, the role of campaign volunteers, moral appeals in campaign messages, and how digital campaigning and micro-targeting are influencing campaigns.
- In Part II, we explore how parties pursue long-term influence by setting agendas and strategically taking positions. We also analyze voting behavior through models like rational choice, issue voting, partisan identity, and social cleavages.
- Part III applies these insights to real-world voter groups and major elections. Students conduct interviews with voters and design targeted campaign strategies based on data.



Lecturer

Jonne Kamphorst is an Assistant Professor in Political Science and Quantitative Social Science Methods at Sciences Po in Paris. His research is organized around two core themes. First, he studies the politics and societies of advanced democracies, focusing on the origins of contemporary political divisions and how democracy be strengthened by re-engaging voters and bridging political divides. The second part of his research agenda focuses on studying the use of large language models in social-scientific research methods.