## PARTY IDENTIFICATION IN LITHUANIA: THE OUTCOME OF FAMILY SOCIALISATION, POLITICAL CLEAVAGES, OR HABIT?

*Ainė Ramonaitė*

The article analyses the formation of party identification in Lithuania, using the data of post-election survey of 2012. In the first part, the two rival theories of party identification are introduced and hypotheses about the factors of party identification formation are presented. In the second part, the methodological issues of the measurement of party identification are discussed and the level of party identification in Lithuania is examined. The third part of the article focuses on the determinants of party identification. Three main hypotheses are tested: 1) party identification derives from the political socialisation in a family; 2) party identification is formed on the basis of social cleavages; 3) party identification depends on the length of democratic experience of electorate. The results of the logistic regression presented in the article impel to revise the theory of party identification.

## DEFEAT THAT WAS TREATED FOR VICTORY: REASONS BEHIND THE GOOD PERFORMANCE OF A. KUBILIUS' GOVERNMENT PARTIES IN SEIMAS ELECTIONS

*Mažvydas Jastramskis*

This article aims to explain why the parties of Andrius Kubilius' government (HU-LCD, LRLM and LCU), notwithstanding the unfavourable circumstances and corresponding forecasts, managed to perform well in 2012 Seimas elections and became the first governing coalition according to the joint received vote share since the restoration of Lithuania's independence. Two main theories are employed: party identification and economic voting.

Corresponding to them, two hypotheses are raised and tested in this article: first hypothesis anticipates a decisive role of party identification and the second one asserts that the parties in A. Kubilius' government attracted new voters according to the logic of economic voting. Analysis of individual level data from the 2012 post-electoral survey provides support for both hypotheses. The article concludes that party identification was necessary, though not sufficient condition of good government performance in the 2012 Seimas elections: a part of the faithful voters was lost, but these losses were compensated by new voters that positively (and retrospectively) evaluated the economy of Lithuania.

## (NON)FRAGMENTATION OF MEDIA AUDIENCE IN LITHUANIA DURING THE 2012 PARLIAMENT ELECTION CAMPAIGN

*Laima Nevinskaitė*

The aim of the article is to analyse the extent of media audience fragmentation in Lithuania during the 2012 Parliament election campaign and to define which media channels are best able to unify the audience. The article reviews the significance of fragmentation in terms of democracy and concepts used in its analysis, and presents approaches for its empirical study, based on audience duplication. On the basis of this approach and data from a representative survey, the fragmentation of Lithuanian media audience is analysed. Since the analysis shows a considerable overlap of audience of different media outlets, the main conclusion is made that the Lithuanian media audience is not (yet) fragmented. The media that unites the biggest share of the audience is television, although popular internet portals are also becoming very important.

## VOTING IN THE ELECTION AND CHARACTERISTICS OF VOTERS' SOCIAL NETWORKS

*Rūta Žiliukaitė*

This article is aimed at presenting analysis of relation between characteristics of social networks of people and their participation in the election and voting as well as revealing how social network data complements models explaining electoral behaviour of population. Evidence from the 2012 post-election

survey of Lithuanian population confirms many insights of social network scientists about influence of social interaction in the networks on electoral behaviour of people. It was found that the likelihood of participating in the elections increase when people belong to politicised social networks and have knowledgeable political discussants. It was also found that political homogeneity of social networks has a positive effect on an early decision about the vote and stability of voting.

## PERSONALITIES OR VALUES? LEADERS OF LITHUANIAN POLITICAL PARTIES IN THE EYES OF VOTERS AND LIMITS OF PERSONALISATION OF POLITICS

*Jūratė Kavaliauskaitė*

Lithuanian public debates share a strong conviction that the relationship between a Lithuanian voter and his/her political representatives rests on personalisation, often nurtured by voter's subjective and irrational feelings of love or hate in regard to particular political leaders. Is such kind of pessimism well-grounded? The article aims to explore the relationship between perceptions of well-known political leaders' personality portraits among Lithuanian population and voter's normative orientations on the individual level, holding voter's normative orientations an important factor, limiting the proliferation of personalisation of politics. Based on the empirical data of public surveys, conducted in autumn 2012, the study explores how perceptions of political leaders' personalities vary according to voter's ideological self-identification, the level of adherence to soviet values, national conservatism and post-materialism. Even though personality traits are objective and stable elements of individual's psychological constitution, a serious disagreement regarding the personality portraits of analysed political leaders is revealed in the Lithuanian society, and the perceptions diverge according to individual's political views and normative attitudes. Voter's left-right self-identification and (anti)soviet attitudes predict the perception of three personality dimensions of Big Five – Agreeableness, Conscientiousness and Openness to experience – for analysed leaders, and national conservatism – perceptions of the abovementioned first two dimensions. The results of the study ask for further analysis of a different level of impact that voter's normative attitudes may bear on popular perception of political leaders' "moral traits" and temperamental features.