

020 / 2021 Campaign Booklet

Advanced Campaigning

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The experience frame

The experience frame draws on people's tendency to value experiences over the more technical sides of the idea/policy you are trying to convince them about. In attempting to sell someone a specific policy, you sell them on the experiences made possible by passing this given policy rather than focusing on the policy itself.

Example

1) There are currently extremely long waiting times to be able to see student psychologists.

2) If you are a student looking for help from a student psychologist, there is a big chance that you will have to wait a long time before finally being able to visit them.

As you can see in the example above, paragraph 2 adds a personal touch to the policy. While the essence of the policy is identical in both, the second version focuses primarily on the experience of the student in this given situation. Thereby making it easier for them to feel empathic about the policy and agree more swiftly with the technical side of it.

While you might think that using the experience in order to convince someone of your idea is solely a form of identity politics, this is not the case. If used correctly, the experience frame is a truly powerful tool to showcase the problem-solving powers of the policy at hand. It is therefore crucial that the experience is used in such a way to effectively show the policy's problem statement or proposed solution in practise.

To conclude, the persuasion technique of 'experience framing' allows you to contextualise a policy or idea on the terms you set. While you don't need to use a frame every time, it can be a remarkably effective tool.

A major part of knowing how to effectively frame a policy persuasively comes from understanding that humans inherently fall victim to cognitive bias: we tend to let our subjective reality—or how we perceive the world—take precedence over a fully objective reality.

Who are you, candidate?

A crucial part of campaigning is figuring out the exact and right way to frame the candidates. The portrayed identity of every single individual candidate exists of a number of factors, which will be broken down below:

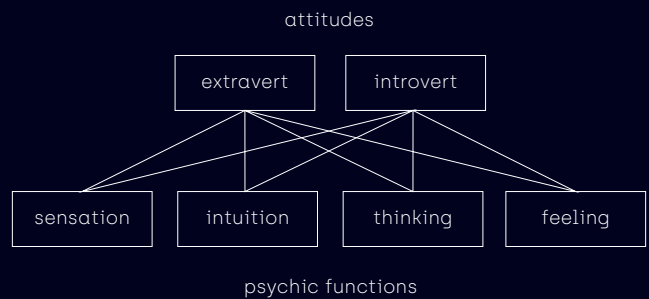
- 1) Looks/aesthetic
- 2) Language
- 3) Skills/expertise
- 4) Political issues

These 4 different factors, while mostly inherently part of the candidate's personality, are also enforced by a number of external factors:

- 1) Party identity
- 2) Current affairs
- 3) Voter base

In this chapter we will break down the way 020 will work alongside its candidates in order to find the right frame for each individual candidate. We will do this by systematically examining the 4 factors listed above and weigh these against the candidates' personalities and the aforementioned external factors.

Starting with the factors influencing the portrayed identity, we have to break down the candidate's personality. While it would be an impossible task to map out each and everyone's personality, it is useful to take a look at Carl Jung's personalities typology:



The two attitudes can be defined as "outward-turning" and "inward-turning", respectively. Each of the cognitive functions can operate in the external world of behavior, action, people, and things [extraverted attitude] or the internal world of ideas and reflection [introverted attitude]. People who prefer extraversion draw their energy toward objective, external data. They seek to experience and base their judgments on data from the outer world. Conversely, those who prefer introversion draw their energy toward subjective, internal data. They seek to experience and base their judgments on data from the inner world.

Moving on to the psychic functions, sensation and intuition are irrational (perception) functions, meaning they gather information. They describe how information is received and experienced. candidates who prefer sensation are more likely to trust information that is real, concrete, and actual, meaning they seek the information itself. They prefer to look for discernable details. For them, the meaning is in the data. On the other hand, those who prefer intuition tend to trust information that is envisioned or hypothetical, that can be associated with other possible information. hence, they are more interested in hidden possibilities via the unconscious. The meaning is in how or what the information could be.

Thinking and feeling are rational (judgment) functions, meaning they form judgments or make decisions. The thinking and feeling functions are both used to make rational decisions, based on the data received from their information-gathering functions (sensing or intuition). Those who prefer thinking tend to judge things from a more detached standpoint, measuring the decision by what is logical, causal, consistent, and

functional. Those who prefer the feeling function tend to form judgments by evaluating the situation; deciding the worth of the situation. They measure the situation by what is pleasant or unpleasant, liked or disliked, harmonious or inharmonious, etc.

That being said, pinpointing the exact personality typography according to this matrix is not the sought after outcome, but merely a tool to better understand how a candidate's personality might influence the way their campaigning identity will be framed. Also, feel free to read more about the different psychic functions and personality types on Google. Wikipedia and online psychology libraries are great sources.

Now that we have taken a closer look at personalities, we can move on the external factor number 1: party identity. The following two paragraphs are fragments from our party philosophy, capturing the essence of our party's identity, reflected in all of O20's acting:

1) "fighting for inclusive and bottom-up change lies at the core of our ambition and has led us to brand ourselves as

progressive pragmatists. This is based on two central principles. The progressive principle is a belief in bottom-up democracy and care for the collective and its environment—it means redefining the way we study to fit a changing world. The second foundational principle, the pragmatic principle, is based on an understanding of real-world institutional limitations, and the need to carefully assess the costs, benefits, and unintended consequences of our actions. However, it also means looking at possibilities and finding the right avenues along which to work towards our goals. Progressive pragmatism means being ferocious in your ideals and practical in making them tangible."

2) "When discussing ideology, 020 does not want to brand itself as either left- or right-wing. We encourage you as a progressive thinker not even stay neutral, but to entirely dealign yourself from the concept of the political spectrum. 020 does not approve of the constructed bipolarity of the current political landscape and would not want to enforce it furthermore. Moving beyond arbitrary labels, people can find more common ground on issues that truly matter and

collectively work towards decreasing them. Thus, 020 fights for change on issues that are both societally construed as "left-wing" or "right-wing".

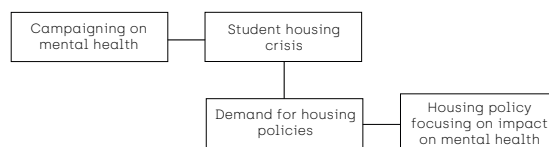
With the move away from these arbitrary labels enforced by society, 020 strongly believes that people will be able to realise that the issues we fight for don't have losers. Bettering the mental health facilities, supporting students in their quest of finding meaningful jobs, diversifying the University curriculum, complete blind grading to limit conscious and unconscious biases and so forth are all examples of policies that everyone can come together on, nonetheless of their assumed ideology. We deem the left-right spectrum to be inefficient and outdated. Moreover, following and enforcing it would defeat our pragmatic approach to the goal to better the lives of all students, leaving no one behind."

Second to the candidates personality, 020's identity will have a direct influence on the portrayed identity of each candidate during the campaign, ranging from their portrayed character to the political issues the candidates will focus on.

The second external factor has to do with the current affairs influencing both the candidates campaign identity and student politics in general. With the COVID-19 pandemic in mind, mental health and online education has seen an immense increase in attention from both students and society alike. This means that other policy areas, might have experienced a relative loss in traffic. As a party we need to embrace these current issues, while keeping in mind our long-term vision, thereby trying to merge both into the same solutions.

Therefore, our candidates' identities need to be build in such a way that reflects both our long term goals/party identity and the needs brought to the surface by current events. In the hypothetical situation that a candidate is running on the issue of bettering student mental health, but a student housing crisis arises, the candidate could swiftly include housing in their campaign by looking for the correlations between having solid student housing and a good mental health.

The following illustration portrays this situation and can be used for any policy combination and current event:



The third external factor of influence is the specific voter base of the candidate. It is rather obvious that students in anthropology differ from econometrics students, but to what extend this influences their vote is the million dollar question. Subsequently, instead of trying to answer these puzzles here, it is important for the campaign team and candidates to analyse the following things that might lead to differences in voting behaviour per study, district and faculty:

- 1) nationality (most importantly Dutch or international).
- 2) Influence and/or presence of other political parties.
3. Cohesion with the UvA campus: Some studies are more involved with the UvA than others (PPLE - European studies).
- 4) The studies themselves: Psychology students might naturally care more about mental health than physics students.

Now that we have broken down the factors influencing the portrayed identity of the candidates during the election, we can swiftly breaking down the previously mentioned factors of which this identity is made up. First of all, the looks and aesthetics of the candidates. Taking into account O20's identity and the fact that the candidates are running for student office we are convinced that each candidate should dress themselves according to the following guidelines:

- 1) Does it correctly reflect your identity?
- 2) Does it fit a relatively more formal setting, compared to a regular day-to-day look?
- 3) Does it not distract from the ideas and policies?
- 4) Does it not show any big brands? (O20 stays away from brand endorsements as much as possible).

Instead of a group of candidates uncomfortably dressed in suits and dresses we ask every candidate to dress in a way that reflects both their personality and

the relatively more formal setting, which is the elections (and if this is a suit or dress, then we only encourage you to wear them!).

The second factor is language. O20's key message, tone of voice, and slogans will not succeed if the wrong language is utilised. We use British English. This means that we opt for "analyse" over "analyze"; "behaviour" over "behavior"; "centre" over "center"; "party programme over party program". The list goes on. Before releasing any text, proofread and then once again. Do not underestimate the power of great language and effective discourse when campaigning.

Complex [academic] British English might look pompous and difficult to understand. For this reason, make sure that someone whose first nor second language is English still understands you crystal clear. More complex structures are tolerated on the party programme but keep the campaign messages as simple as possible. Do not promote the entrenched idea that hard-to-read sentences are somehow inherently better! Additionally, as seen on the previous pages, O20 uses positive language. We do not use negative campaigning.

You can highlight how progressive and pragmatic we are relative to others, but do not name other parties nor candidates, if not suitable. O20 campaigns for unity and inclusion; acting contrary would be hypocritical and garner less respect. Furthermore, always talk of "we". O20 is a unified organisation, all members reflect our core values and work together to achieve the goals we have set for ourselves.

The use of confident language is encouraged, but ensure that your tone does not come off as high-intensity. It can tarnish the discourse you try to surround yourself with. Crucially, when attending debates and such, keep your cool for the same reason.

Most often, avoid normative statements and opt for positive language instead. This means that in your language, make statements about what is or what will be. It is understandable that your message may be normative ("the University should be more inclusive"), but then use positive language to back your claim. For that, arm yourself with relevant facts, whatever they might be.

To be clever in your language and get your ideas across well, use active language. So, instead of saying "inclusivity is being promoted in the University", say "O20 promotes inclusivity (in the University)". Do not abandon passive language altogether though. It can serve you well when you do not know or do not want to mention the doer of an action (can seem selfless). Furthermore, passive language can come in handy when the action is more important than the doer. In any case, use both active and passive language for variety.

To be persuasive while campaigning, mix active language with simple rhetorical devices. For example, make use of repetition and various colloquialisms. With extreme caution, make promises and word coinages (we would also consider "progressive pragmatism" as an example of such). However, make sure you are able to back up your words at any time!

To conclude, use the experience frame, as explained in the previous chapter, as a key tool to persuade people of our policies and ideals.

The third factor, skills and expertise, has everything to do with your specialties as an individual candidate. If you are a great analytical thinker and do well at anything academically related, make sure that this is visible in your campaign identity. Instead of creating only all-round candidates that have to act as if they are good at everything, we believe that a more specialised team of candidates, where each focuses on their personal talents and passions is a much stronger approach, and more reflective to reality.

Last but not least, the political issue(s) you as a candidate will focus on during the campaign. O20 has decided that each and every candidate will get the possibility to run on 3 specific policies during the campaign. Research has shown that 3 is a golden number when it comes to what people can remember about someone's idea/product, and that using a higher number will only have a negative effect. These policies will not be picked randomly and this choice will be influenced by the candidate's personality, skills and expertise, voters, current affairs and the supply of policies from O20. The following list illustrates the strategy to picking 3 policies:

- 1) Policy with most urgency/importance for the respective voter base.
- 2) Policy best fitting the candidate's identity.
- 3) Policy regarded as most feasible to pass in the respective council. Hence, with most support from the other parties or the UvA itself.

O20's campaign team will conduct thorough conversations with each candidate to pinpoint the right policies for each and every individual.

It is crucial to understand that there is only a limited number of policies available at any time. This means that candidates and campaign officials will have to work together to make sure that the right decisions are made and in the hypothetical situation that everyone wants to represent the same policy the situation gets solved in a way that is best for the overall performance of the party.