Targeted Election Campaigning: An Australian Case Study

by

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Declaration

I declare that this dissertation contains no material which has been accepted for the award of any other higher degree or graduate diploma in any other tertiary institution and that, to the best of my knowledge and belief, this dissertation contains no material previously published or written by another person, except where due reference is made in the text of the dissertation.

I declare that this dissertation is not more than 16,500 words exclusive of bibliography, footnotes, appendices and any maps or other illustrative material.

Signed	Date

Michael Dalvean

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In the early 1980s I completed several statistics courses run by the late Emeritus Professor Keith Septimus Frearson at Monash University. The influence of Professor Frearson was pivotal in the development of my respect for statistical methods.

In the early 1990 I was introduced to connectionist computation in the philosophy department of Adelaide University. My knowledge of artificial neural networks grew out of this experience.

Both of these intellectual stages are represented in this thesis. However, the decision to apply these methods to electoral phenomena grew out of an idea for a project based on consumer behaviour. Thus, this thesis is the result of interwoven strands of influences.

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List of Abbreviations

ABS	Australian Bureau of Statistics
AEC	Australian Electoral Commission
АТО	Australian Taxation Office
ALP	Australian Labor Party
CRR	Customer Retention Research
FF	Fianna Fail
FG	Fine Gael
FPV	First Preference Vote
MP	Member of Parliament
OLS	Ordinary Least Squares
PD	Progressive Democrats
SF	Sinn Fein
STV	Single Transferable Vote
TPP	Two Party Preferred
US	United States