

Electoral Reform and Individual-oriented Campaign: An Evidence on Candidates' Name Promotion in Tokyo

This study examines with manifestos "senkyo-koho" how the 1994 transition from multi-member districts (MMD) to single-member districts (SMD) influenced name-promotion strategies among candidates in Japanese national elections from 1977 to 2014. It was expected theoretically that the transition attenuated the individual-oriented campaign but promoted the party-oriented one, suggesting that candidates were discouraged from promoting themselves. Actually, name promotion was less evident among candidates for the House of Representatives following the transition, which implies that it attenuated individual-oriented campaigns. Candidates for the House of Councillors, however, engaged in less name promotion than candidates for the House of Representatives. I have shown with the difference-in-differences (DD) methodology that the transition from MMD to SMD might have encouraged candidates to promote themselves. Results suggest that the individual-oriented campaign has been more valid than previously thought.