

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

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Abstract

I consider candidates' name promotion in Tokyo's districts of national elections from 1977 to 2014 and argue the effect of the transition from the multi-member district (MMD) system to the single-member district (SMD) one in the Lower House. If I focus only on the Lower House, name promotion has been less done, thus the transition has attenuated the individual-oriented campaign. The Upper House, however, experienced less name promotion than the Lower House. With the difference-in-differences (DD) methodology, the transition from MMD to SMD might encourage candidates to promote their own names. It implies that the individual-oriented campaign has been more valid than we expected before.

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Key Words: MMD, SMD, House of Representatives in Japan, Campaign bulletin, DD methodology

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