



The Center for Iberian & Latin American Studies, UCSD

**Do different candidates campaign all alike? A study on
campaign spending of candidates at the Chamber of Deputies
in Brazil**

Thursday, March 6, 2014, 3-4:30 PM

**Deutz Room in the Copley International Conference Center,
Institute of the Americas Complex, UCSD**

The title of this seminar provokes the audience to think about a new approach to the study of campaign spending effects in Brazil. Many studies have treated campaign spending as an explanatory variable of candidates' electoral success. However, when dealing with campaign spending simply as a sum of money, these studies allow only for differences in the amount of spending to explaining the variation of the election results. It is as if all the candidates had the same strategy but with different levels of spending, despite all the differences among them. This is a strong assumption for the Brazilian case because the characteristics of the electoral and the party systems allow candidates with very different profiles to be elected. The study of the allocation of campaign resources by the candidates carried out by this project aims to reveal different strategies of campaigning and their impact on candidates' votes.



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