

# **Making Sense of Issue Position, Party Image, Party Performance, and Voting Choice: A Case Study of Taiwan's 2004 Legislative Election\***

Chia-hung Tsai

Associate Research Fellow

Election Study Center, National Chengchi University

## **ABSTRACT**

The purpose of this study is to investigate the determinants of voting behavior in the 2004 legislative election. Because of the recent development of two major political camps, this paper applies a nested logit model to highlight the hierarchical structure of choice. The main assumption is that voting behavior is determined by a voter's evaluations of parties in general and of the legislative body. Among a string of alternative-specific variables, party performance in the Legislative Yuan and party feeling are found to be crucial to voting choice. The relative distance on the independence/unification issue is also a significant variable, in addition to party support and the evaluation of the current administration. The findings not only confirm the discrete choice model, but also highlight the influence of parties in the mass public and government.

**Key Words:** Nested logit model, Party Image, Legislative election, Issue position

# 議題位置、政黨形象、政黨表現 與投票選擇的理論化： 以台灣 2004 年立法委員選舉為例

蔡佳泓

政治大學選舉研究中心副研究員

## 摘 要

本研究的目的為探究2004年立法委員選舉行爲的決定因素。由於近來兩大政黨陣營發展成形，本文運用巢狀對數勝算模型（nested logit model）在階層狀的投票選擇。主要的假設為投票選擇決定於選民對政黨的廣泛評價以及在立法院的評價。在一連串的選項特定的變數（alternative-specific variable）之中，政黨的立法院表現被證實對於投票選擇具有關鍵性影響。同時，在獨立／統立議題上的相對立場是一個顯著的變數。此外，政黨支持與對於目前政府的評價亦有作用。本文的發現不僅確認不連續選項的模型，也凸顯政黨在一般民眾心目中的評價與立法院表現的重要性。

關鍵字：巢狀對數勝算模型、政黨印象、立法委員選舉、議題立場