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## Electoral Studies

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Election paper

# Cognitive mobilization and electoral support for the Democratic Party in Hong Kong

Hsin-chi Kuan <sup>1, a</sup>   ... Siu-kai Lau <sup>2, b</sup>

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### Abstract

The bases of electoral choice vary. Citizens differ in their ability to reason and make up their minds in different ways. Hong Kong appears to be the most likely case for the idea of cognitive mobilization, because of the the absence of socio-economic mobilization, the paucity of political mobilization, the novelty of partisanship, the high level of education, and the prosperous and easily accessible mass media. Findings on the legislative election in 1998, however, show that partisan attachment remains a powerful factor in electoral choice. Still, political information is more important as it broadens the basis of electoral choice. Specifically, the less-informed voters voted for the Democratic Party (DP) solely on the basis of partisan attachment. In comparison, the vote of the better-informed voters was broadly based, with evaluative factors overtaking partisanship in importance. This paper provides a contribution to the understanding of



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## Keywords

Voting; Constrained election; Partial democracy, Cognitive mobilization; Partisan attachment; Hong Kong

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<sup>1</sup> Director of the Universities Service Centre.

<sup>2</sup> Associate Director of the Hong Kong Institute of Asia–Pacific Studies.

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Cognitive mobilization and electoral support for the Democratic Party

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