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Electoral behavior in Russia

In Russian Federation, as in majority of the young democracies, there appears the problem of validity of "classic" Western explanatory models of electoral behavior. Can sociological, socio-psychological and rational choice theories be applicable and efficient in Russian electoral processes? What works and what doesn't in analyzing and predicting behavior of Russian electorate?

In Russian practice 4 different types of candidate's positioning are most commonly used (political positioning, program positioning, image positioning and rival positioning). The emphasis will be made on peculiarities of electoral behavior in Russia in connection with political positioning of the candidate, meaning positioning according to political and partisan preferences of the voters, since Russian constituents preferences, as well as institute of partisanship itself, are underdeveloped and not differentiated, and thus are of special interest for political consultant.

What factors play major role on the elections and what key characteristics of Russian electorate should be taken into account for successful campaigning?