

Abstract

This thesis aims to investigate the level of use of vote-splitting as a tool for policy personalisation in the Federal Republic of Germany. In the theoretical part, the thesis focuses on defining the topic of personalisation and the reason why it is rooted in politics. Furthermore, the thesis focuses on defining policy personalisation and its types. Subsequently, the thesis studies the instruments of policy personalisation, which undoubtedly includes personal voting, further developed in a separate chapter on vote-splitting. The empirical section consists of three parts. The first part focuses on a literature analysis of the German literature and how it analyses the issue of vote-splitting. The next part deals with defining the federal states that use vote-splitting. These will be analysed in the last part. In the selected federal states, a random selection of municipalities was made, namely two municipalities from each size category. For these municipalities, the results of the municipal elections were obtained, including the position of the candidates on the candidate list. This data was finally analysed in aggregate and compared to see whether candidates moved up on the list and, if so, whether they gained seats by moving up. If so, this was likely due to vote-splitting. Finally, this data was interpreted and compared with the German literature outputs. The results of the quantitative research did not confirm the hypotheses, and in some cases even confirmed that there is more similarity in larger municipalities. On the contrary, the German literature shows that voters in smaller municipalities are more likely to vote in smaller municipalities because they have fewer votes and therefore voting by the use of vote-splitting is "easier". A second, more fundamental reason is the close relationship between candidates and voters.