

UK Election Analysis 2024 Report

TABLE OF CONTENTS

Democracy and representation

1. [Public anxiety and the electoral process](#) (Prof Barry Richards)
2. [How Nigel Farage opened the door to No. 10 for Keir Starmer](#) (Prof Pippa Norris)
3. [The performance of the electoral system](#) (Prof Alan Renwick)
4. [Tory downfall is democracy rectifying its mistakes](#) (Prof Stephen Barber)
5. [Votes at 16 and decent citizenship education could create a politically aware generation](#) (Dr Ben Kisby, Dr Lee Jerome)
6. [“An election about us but not for us”: the lack of communication for young people during GE2024](#) (Dr James Dennis)
7. [Election timing: masterstroke or risky gamble?](#) (Prof Sarah Birch)
8. [The dog that didn't bark? Electoral integrity and administration from voter ID to postal votes](#) (Prof Alistair Clark)
9. [A political gamble? How licit and illicit betting permeated the campaign](#) (Dr Matthew Wall)
10. [Ethnic diversity in politics is the new normal in Britain](#) (Prof Maria Sobolewska)
11. [Bullshit and Lies on the campaign trail: do party campaigns reflect the post-truth age?](#) (Prof Darren Lilleker)
12. [Stoking the culture wars: the risks of a more hostile form of polarised politics](#) (Dr Jen Birks)

Voters, polls and results

13. [Forecasting a multiparty majoritarian election with a volatile electorate](#) (Dr Hannah Bunting)
14. [The emerging infrastructure of public opinion](#) (Dr Nick Anstead)
15. [A moving target? Voter segmentation in the 2024 British General Election](#)(Prof Rosie Campbell)
16. [Don't vote, it only encourages them? Turnout in the 2024 Election](#) (Prof Charles Pattie)
17. [Cartographic perspectives of the 2024 General Election](#) (Prof Benjamin Hennig)
18. [Gender and vote choice: early reflections](#) (Dr Ceri Fowler)
19. [Changing Pattern amongst Muslim voters: the Labour Party, Gaza and voter volatility](#) (Dr Parveen Akhtar)
20. [Religion and voting behaviour in the 2024 General Election](#) (Dr Ekaterina Kolpinskaya, Dr Stuart Fox)
21. [Failure to connect: the Conservative Party and young voters](#) (Dr Stephanie Luke)
22. [Youthquake for the progressive left: making sense of the collapse of youth support for the Conservatives](#) (Prof James Sloam, Prof Matt Henn)
23. [Values in the valence election](#) (Prof Paula Surridge)
24. [Tactical voting: why is it such a big part of British elections?](#) (Thomas Lockwood)

The nations and regions

25. [Have voters fallen out of love with the SNP?](#) (Dr Lynn Bennie)
26. [The spectre of Sturgeon still looms large in gendered coverage in Scotland](#)(Melody House, Dr Fiona McKay)
27. [The personalisation of Scottish politics in a UK General Election](#) (Dr Michael Higgins, Dr Maike Dinger)
28. [Competence, change and continuity: a tale of two nations](#) (Dr Will Kitson)
29. [Election success, but problems remain for Labour in Wales](#) (Dr Nye Davies)
30. [Four ways in which Northern Ireland's own seismic results will affect the new Parliament](#) (Prof Katy Hayward)
31. [Bringing People together or pulling them apart? What Facebook ads say about the NI campaign](#) (Dr Paul Reilly)
32. [A New Dawn For Levelling Up?](#) (Prof Arianna Giovannini)
33. [Who defines Britain? National identity at the heart of the 2024 UK General Election](#) (Dr Tabitha Baker)

Parties and the campaign

34. [A changed but over-staged Labour Party and the political marketing weaknesses behind Starmer's win](#) (Prof Jennifer Lees-Marshment)
35. [To leaflet or not to leaflet? The question of election leafleting in Sunderland Central](#) (Prof Angela Smith, Dr Mike Pearce)
36. [Beyond 'my dad was a toolmaker': what it's really like to be working class in parliament](#) (Dr Vladimir Bortun)
37. [The unforced errors of foolish men: gender, race and the calculus of harm](#)(Prof Karen Ross)
38. [Election 2024 and rise of Reform UK: the beginning of the end of the Conservatives?](#) (Dr Anthony Ridge-Newman)
39. [The Weakening of the Blue Wall](#) (Prof Pete Dorey)
40. [The Conservative party, 1832-2024: an obituary](#) (Dr Mark Garnett)
41. [Bouncing back: the Liberal Democrat campaign](#) (Prof Peter Sloman)
42. [The Greens: riding two horses](#) (Prof Neil Carter, Dr Mitya Pearson)
43. [Party organisations and the campaign](#) (Dr Danny Rye)
44. [Local campaign messaging at the 2024 General Election](#) (Dr Siim Trumm, Prof Caitlin Milazzo)
45. [The value of getting personal: reflecting upon the role of personal branding in the General Election](#)(Dr Jenny Lloyd)
46. [Which constituencies were visited by each party leader and what this told us about their campaigns](#)(Dr Hannah Bunting, Joely Santa Cruz)
47. [The culture wars and the 2024 General Election campaign](#) (Prof John Steel)
48. ["Rishi's D-Day Disaster": authority, leadership and British military commemoration](#) (Dr Natalie Jester)
49. [Party election broadcasts: the quest for authenticity](#) (Dr Vincent Campbell)

Policy and strategy

50. [It's the cost-of-living-crisis, stupid!](#) (Prof Aeron Davis)
51. [The last pre-war vote? Defence and foreign policy in the 2024 Election](#) (Dr Russell Foster)
52. [The 2024 UK general election and the absence of foreign policy](#) (Dr Victoria Honeyman)
53. [Fractious consensus: defence policy at the 2024 General Election](#) (Dr Ben Jones)
54. [The psycho-politics of climate denial in the 2024 UK election](#) (Prof Candida Yates, Dr Jenny Alexander)
55. [How will the Labour government fare and what should they do better?](#) (Prof Rick Stafford and team)
56. [Finding the environment: climate obstructionism and environmental movements on TikTok](#) (Dr Abi Rhodes)
57. [Irregular migration: 'Stop the boats' vs 'Smash the Gangs'](#) (Prof Alex Balch)
58. [The sleeping dog of 'Europe: UK relations with the EU as a non-issue](#) (Prof Simon Usherwood)
59. [Labour: a very conservative housing manifesto](#) (Prof Becky Tunstall)
60. [Why the Labour Government must abolish the two-child benefit limit policy](#) (Dr Yekaterina Chzhen)
61. [Take the next right: mainstream parties' positions on gender and LGBTQ+ equality issues](#) (Dr Louise Luxton)

The digital campaign

62. [Local news and information on candidates was insufficient](#) (Dr Martin Moore, Dr Gordon Neil Ramsay)
63. [The AI election that wasn't – yet](#) (Prof Helen Margetts)
64. [AI-generated images: how citizens depicted politicians and society](#) (Niamh Cashell)
65. [The threat to democracy that wasn't? Four types of AI-generated synthetic media in the General Election](#) (Dr Liam McLoughlin)
66. [Shitposting meets Generative Artificial Intelligence and 'deep fakes' at the 2024 General Election](#) (Dr Rosalynd Southern)
67. [Shitposting the General Election: why this campaign felt like one long meme](#) (SE Harman, Dr Matthew Wall)
68. [Winning voters' hearts and minds... through reels and memes?! How #GE24 unfolded on TikTok](#) (Dr Aljosha Karim Schapals)
69. [Debating the election in "Non-political" Third Spaces: the case of Gransnet](#) (Prof Scott Wright et al)
70. [Which social networks did political parties use most in 2024?](#) (Dr Richard Fletcher)
71. [Facebook's role in the General Election: still relevant in a more fragmented information environment](#) (Prof Andrea Carson, Dr Felix M. Simon)
72. [Farage on TikTok: the perfect populist platform](#) (Prof Karin Wahl-Jorgensen)

News and journalism

73. [Why the press still matters](#) (Prof Steven Barnett)
74. [When the Star aligned: how the press 'voted'](#) (Prof Dominic Wring, Prof David Deacon)

75. [Visual depictions of leaders and losers in the \(still influential\) print press](#)(Prof Erik Bucy and Dr Nathan Ritchie)
76. [Towards more assertive impartiality? Fact-checking on BBC television news](#)(Prof Stephen Cushion)
77. [The outsize influence of the conservative press in election campaigns](#) (Prof Dan Stevens, Prof Susan Banducci, Dr Ekaterina Kolpinskaya and Dr Laszlo Horvath)
78. [GB News – not breaking any rules...](#) (Prof Ivor Gaber)
79. [Vogue’s stylish relationship to politics](#) (Dr Chrysi Dagoula)
80. [Tiptoeing around immigration has tangible consequences](#) (Dr Maria Kyriakidou, Dr Iñaki Garcia-Blanco)
81. [A Taxing Campaign](#) (Prof David Deacon et al)
82. [Not the Sun wot won it: what Murdoch’s half-hearted, last-minute endorsements mean for Labour](#)(Dr John Jewell)
83. [Is this the first podcast election?](#) (Carl Hartley, Prof Stephen Coleman)
84. [A numbers game](#) (Paul Bradshaw)
85. [Election 2024 and the remarkable absence of media in a mediated spectacle](#) (Prof Lee Edwards)
86. [2024: the great election turn-off](#) (Prof Des Freedman)

Personality politics and popular culture

87. [Ed Davey: Towards a Liberal Populism?](#) (Dr Tom Sharkey, Dr Sophie Quirk)
88. [Why Nigel Farage’s anti-media election interference claims are so dangerous](#) (Dr Lone Sorensen)
89. [Nigel Farage and the political circus](#) (Dr Neil Ewen)
90. [Binface, Beany and Beyond: humorous candidates in the 2024 General Election](#) (Prof Scott Wright et al)
91. [What Corbyn support reveals about how Starmer’s Labour won big](#) (Prof Cornel Sandvoss, Dr Benjamin Litherland, Dr Joseph Andrew Smith)
92. [“Well that was dignified, wasn’t it?”: floor apportionment and interaction in the televised debates](#) (Dr Sylvia Shaw)
93. [TV debates: beyond winners and losers](#) (Prof Stephen Coleman)
94. [Is our television debate coverage finally starting to match up to multi-party politics?](#) (Dr Louise Thompson)
95. [Tetchiness meets disenchantment: capturing the contrasting political energies of the campaign](#)(Prof Beth Johnson, Prof Katy Parry)
96. [“We’re just normal men”: football and the performance of authentic leadership](#) (Dr Ellen Watts)
97. [‘Make the friendship bracelets’: gendered imagery in candidates’ self-presentations on the campaign trail](#) (Dr Caroline Leicht)
98. [Weeping in Wetherspoons: generative AI and the right/left image battle on X](#) (Simon Pople)
99. [An entertaining election? Popular culture as politics](#) (Prof John Street)
100. [Changing key, but keeping time: the music of Election 2024](#) (Dr Adam Behr)
101. [Truth or dare: the political veracity game](#) (Prof John Corner)