



Taiwan's Political Landscape Shifts: DPP Wins Presidency, Fragmented Legislature Emerges

Agenda Style

01 Electoral Results

02 Rising Third-Party

03 Negative Campaign

04 Looking Forward





Electoral Results

The outcome of the 2024
elections

Political Institutions in Taiwan

1. Semi-presidential system based on first-past-the-post voting. In order to win, the winner only needs a plurality of votes.
2. There are 113 seats in the Legislature, 73 of which are elected by first-past-the-post. A proportional representation system is used for the remaining 34 seats. Six seats are reserved for aboriginal constituencies.



**Lai Ching-Te,
Democratic
Progressive Party
(DPP)**

Vice President &
Chairman of the DPP,
Premier, Mayor of
Tainan, Legislative
Member, Member of the
National Congress

**Hou Yu-ih,
Kuomintang (KMT)**

Current mayor of New
Taipei City, former
deputy mayor of New
Taipei City, Director of
the Ministry of Interior's
Police Department



**Ko Wen-je, Taiwan People's Party
(TPP)**

Chairman of the TPP, Former Mayor of Taipei,
Professor at the National Taiwan University
Hospital



2024 Taiwan Presidential Election Results

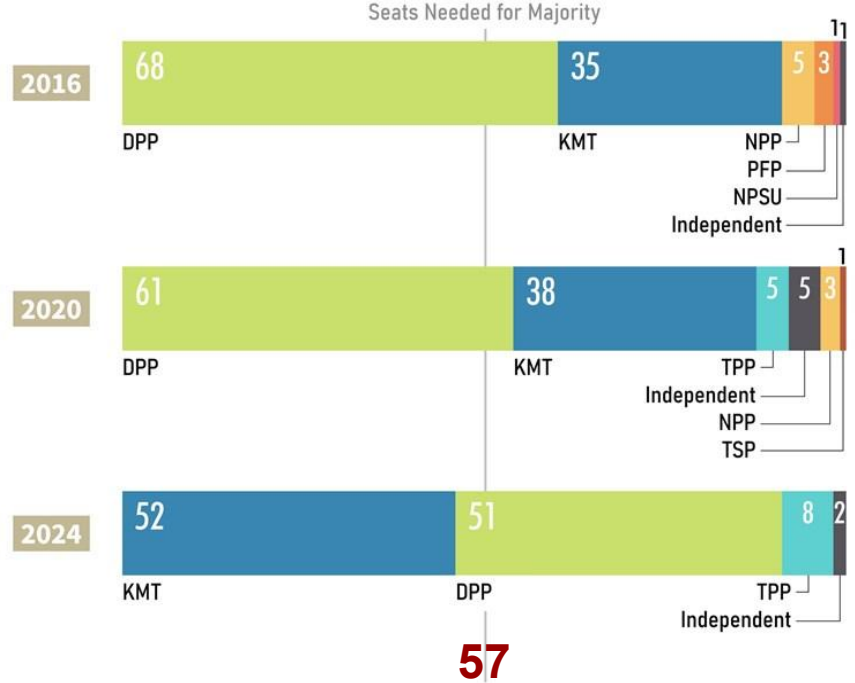


Voter Turnout 71.86%

Source: Central Election Commission



Seats Held in Legislature (by Party)



DPP = Democratic Progressive Party, KMT = Kuomintang, PFP = People First Party, TSU = Taiwan Solidarity Union, NPSU = Non-Partisan Solidarity Union, NPP = New Power Party, TPP = Taiwan People's Party, TSP = Taiwan Statebuilding Party

Source: Central Election Commission



Status quo on surface but a transformed political landscape



Rising Third-Party

Anti-establishment Sentiment and
Populists?



ELECTION WATCH

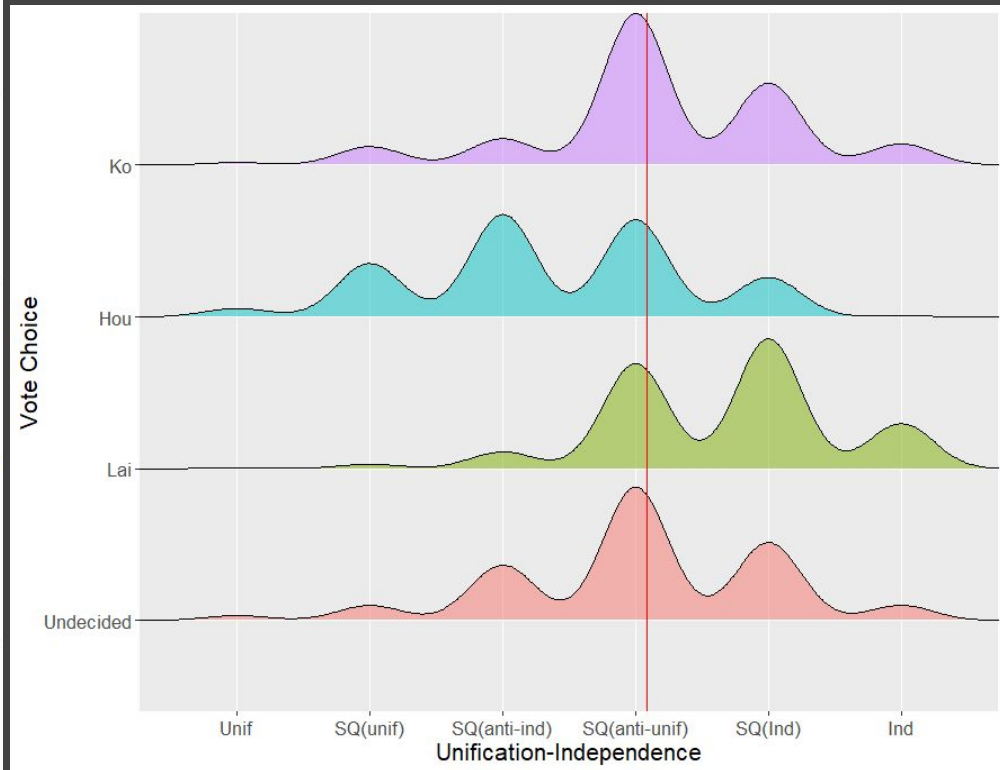
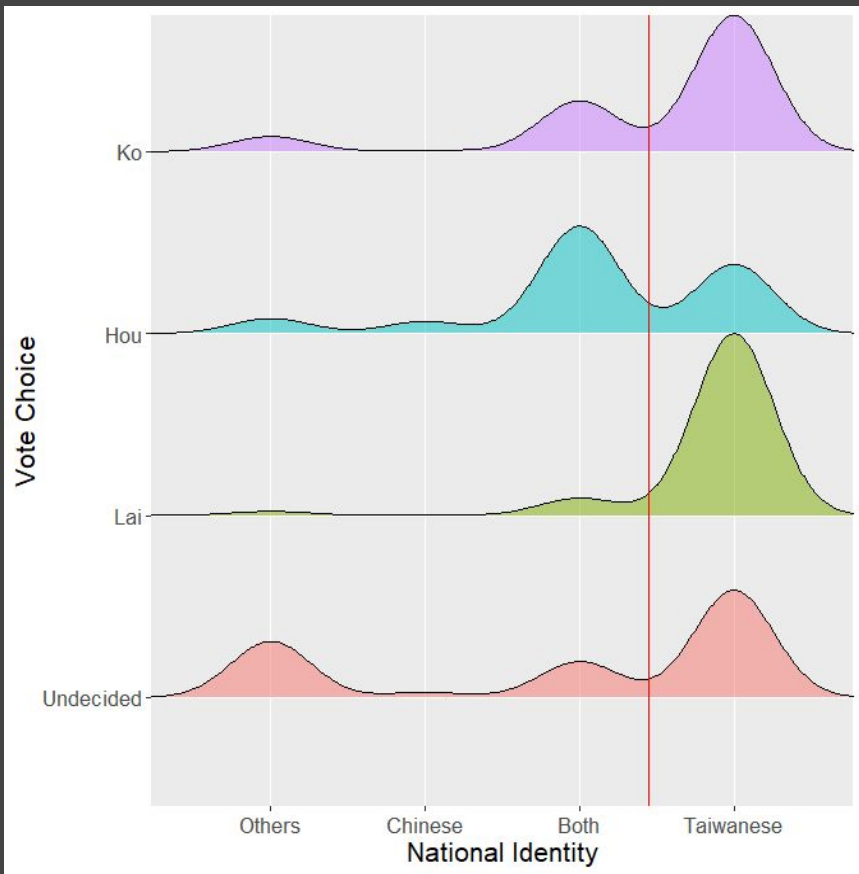
Why Taiwan's Voters Defied Beijing—Again

Lai also defeated Ko Wen-je of the Taiwan People's Party (TPP). Established five years ago as a “third force” in opposition to both the DPP and KMT, the TPP is a personalistic—even populist—party largely centered on Ko. His savvy use of social media and ambiguous policy positions garnered significant support among youth, especially men. The TPP has **shifted** from the center-left to the center-right, although Ko himself, like Lai, promised to follow Tsai's cross-Strait policies.

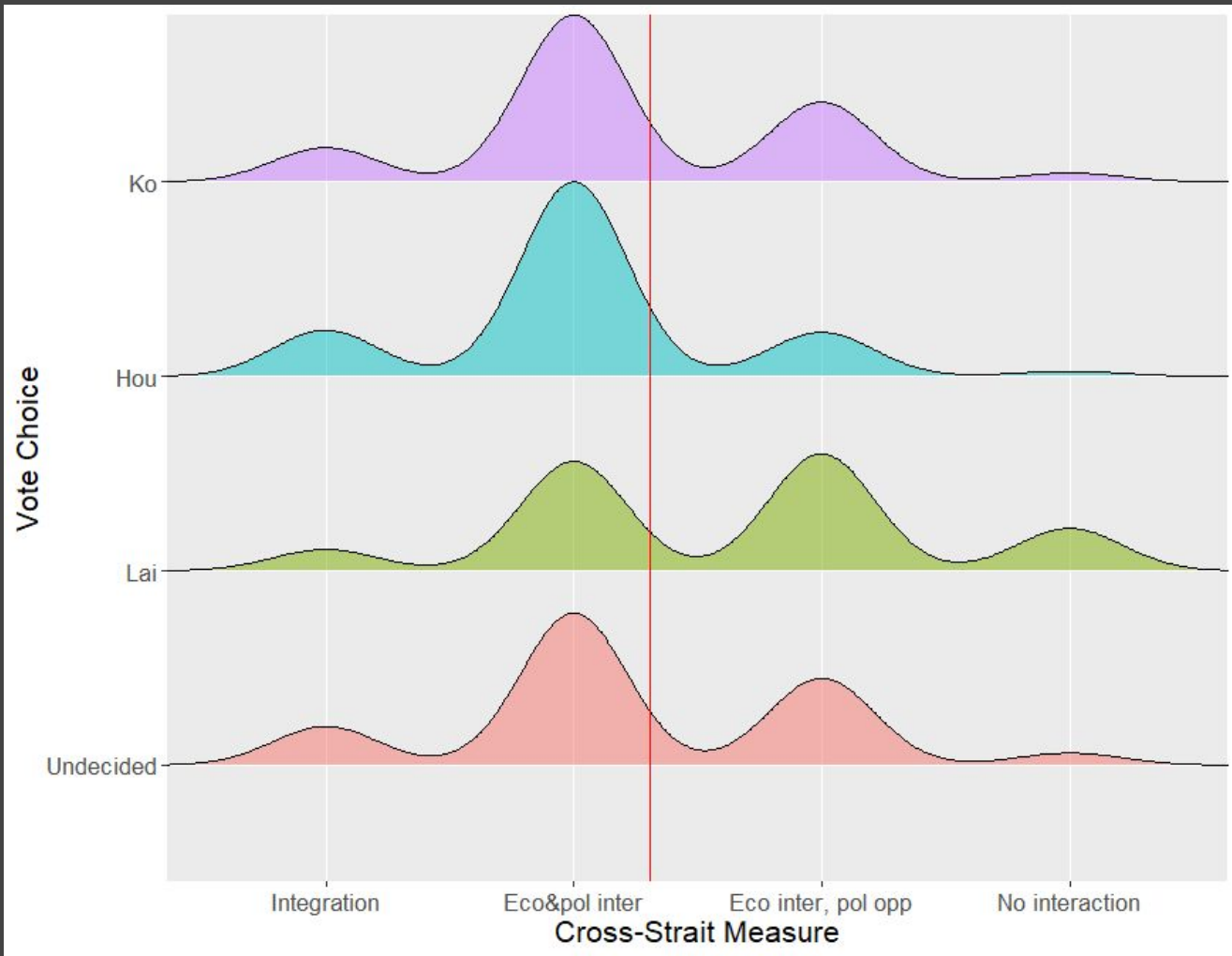
Most foreign observers categorize Ko as a populist but on what basis?

The Characteristics of Ko's Supporters





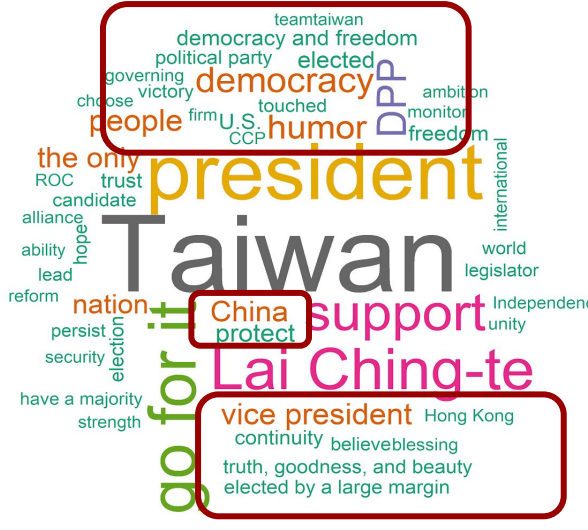
Source: Web survey conducted on 17 December 2023. N=974



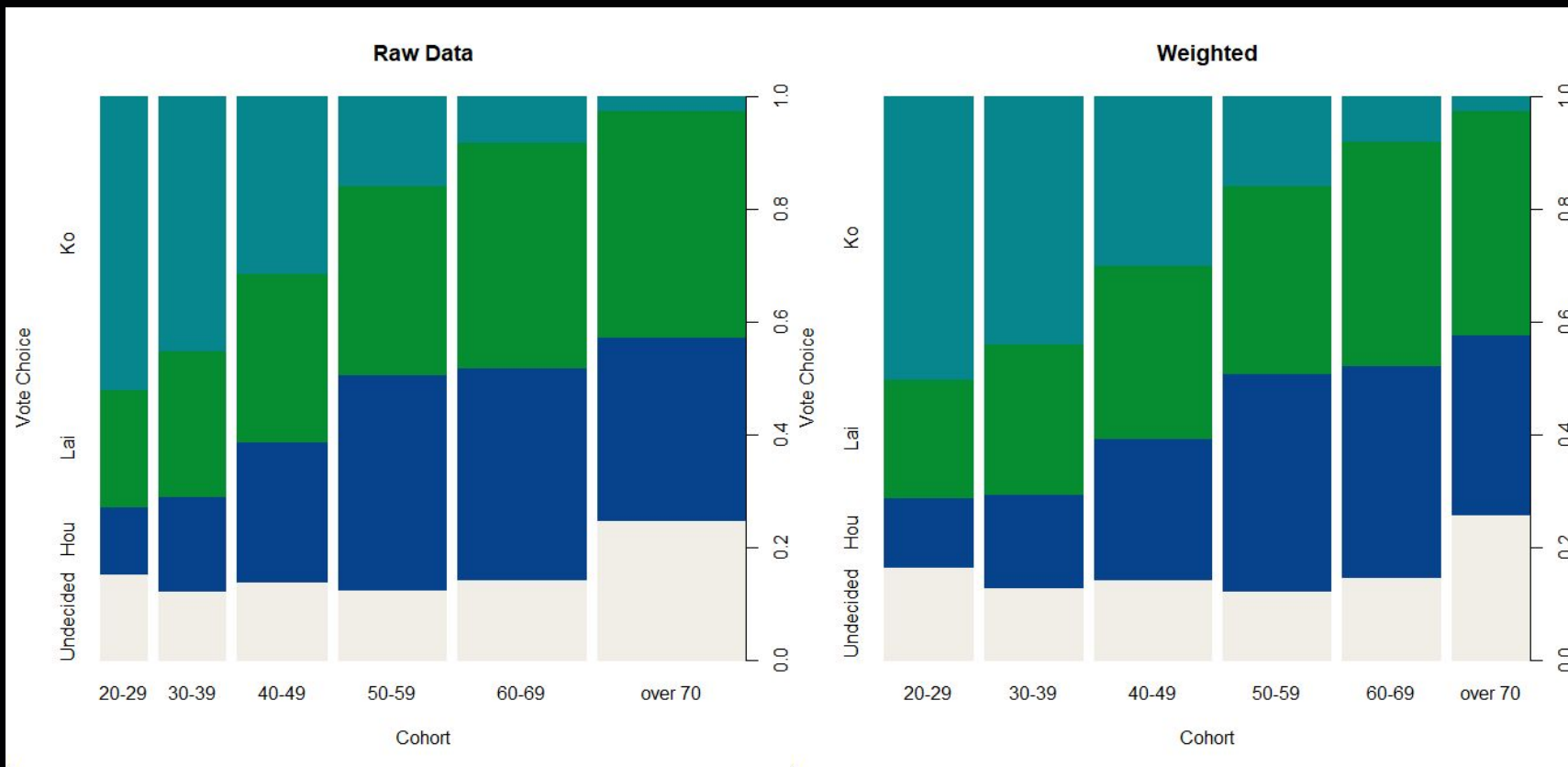


Ko's supporters favor a middle-ground approach to cross-Strait relations. The TPP believes demonstrating goodwill can lower the temperature and avoid harsher measures like trade restrictions or military escalation. Yet, unlike the KMT's focus on appeasement, the party advocates for strengthening national defence to deter aggression and ensure peaceful coexistence with China.

For DPP supporters, opposing China is the same as defending democracy
 For KMT supporters, DPP must be ousted in order for peace to prevail
 For TPP supporters, oppose the blue and green in favor of better governance

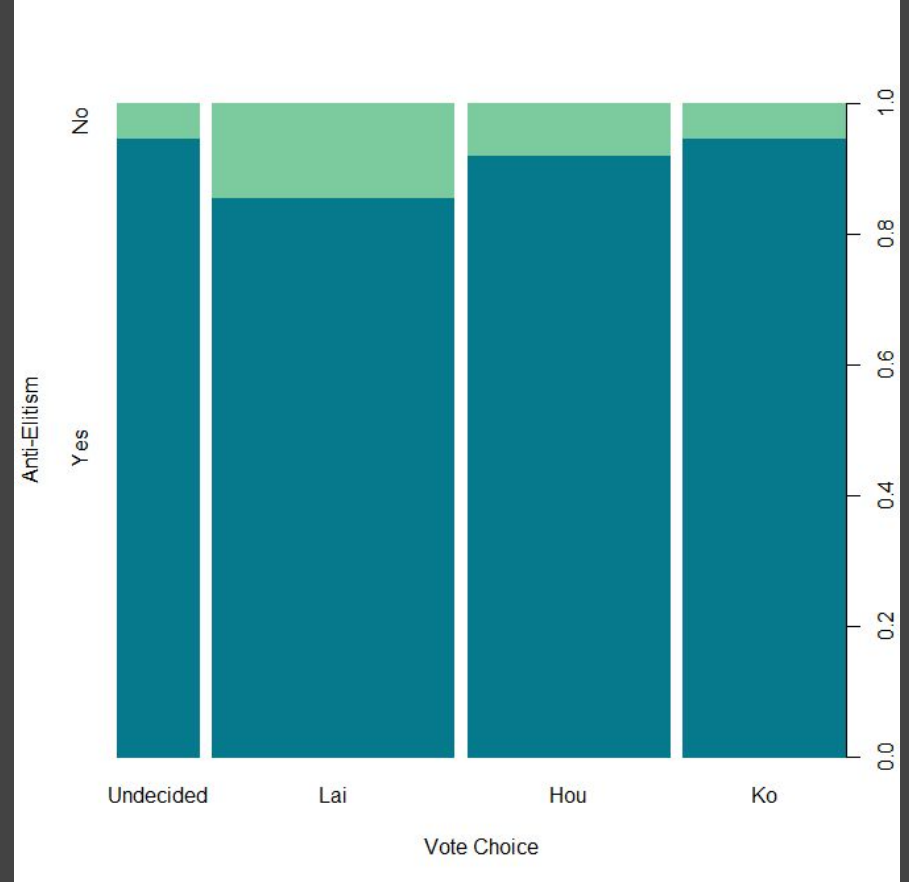
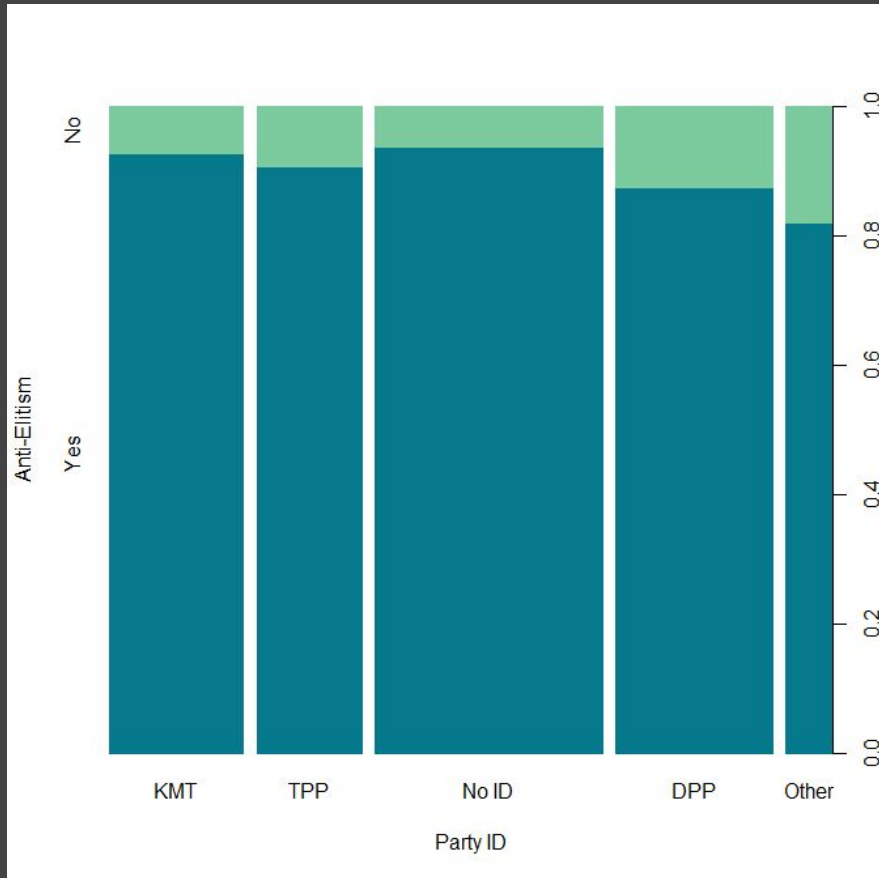


TPP survey (pooled data 7 waves conducted in December)

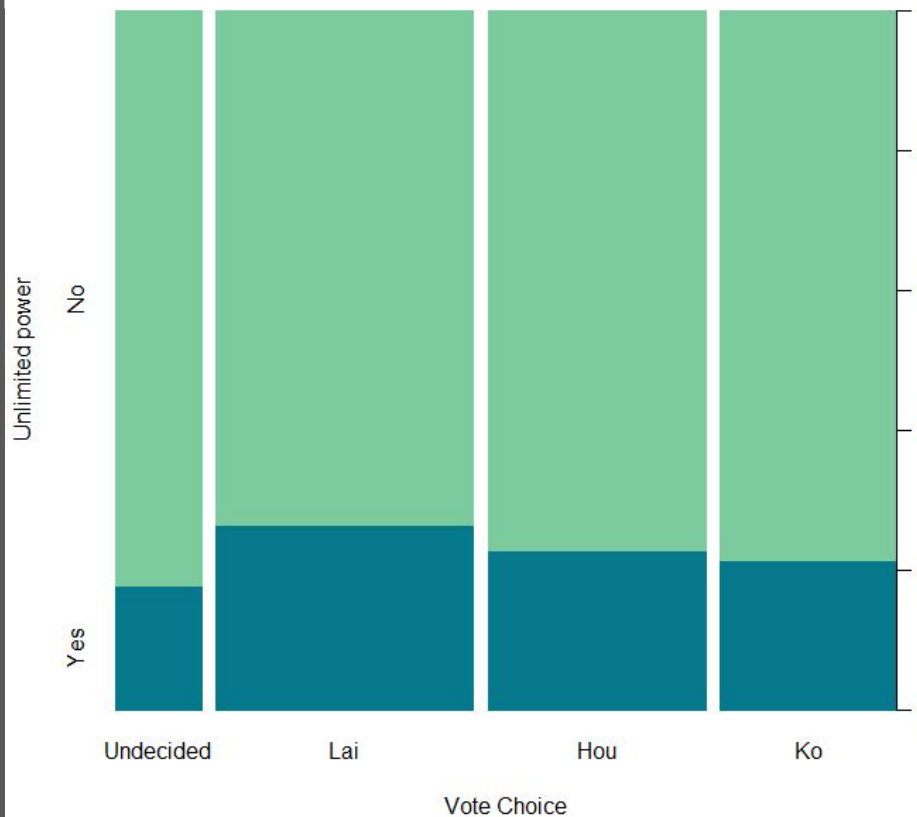


People under the age of 40 tend to relate to the TPP much more than they do to mainstream parties.

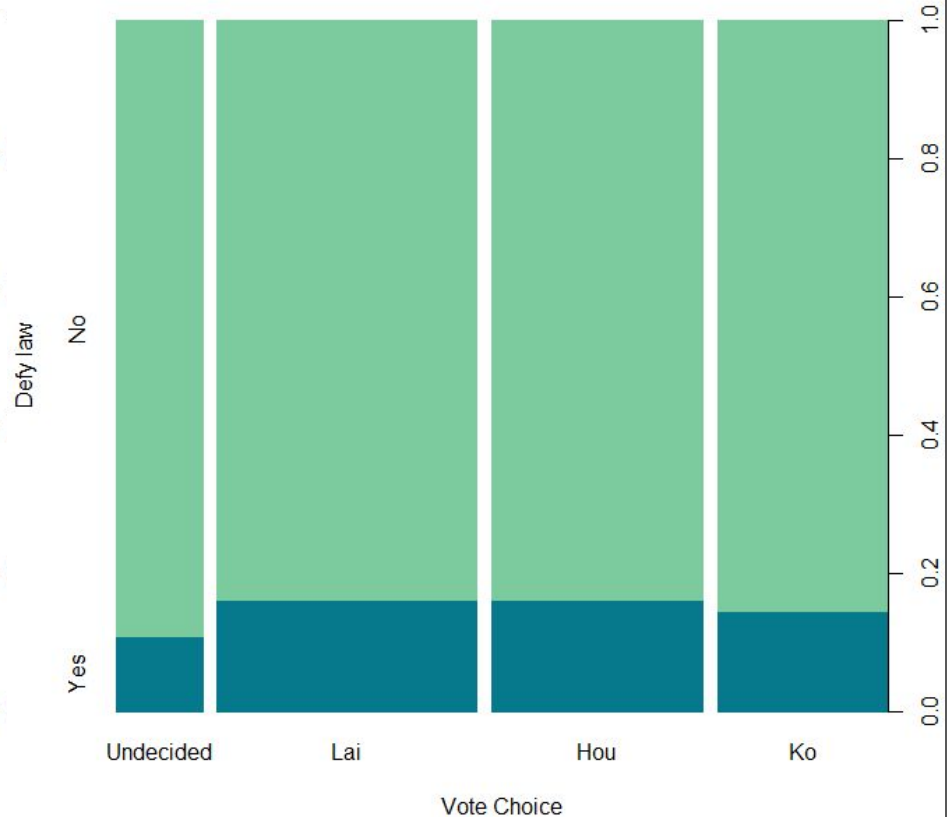
Powerful people usually care about their own interest and not that of the majority of the people. [Anti-Elitism]



Our country needs a leader with unlimited power to act on behalf of the people.
[Hegemonic leader]



A government that enjoys the support of the people should be able to do whatever it wants, even if it is outside the law. [Anti-institutionalism]



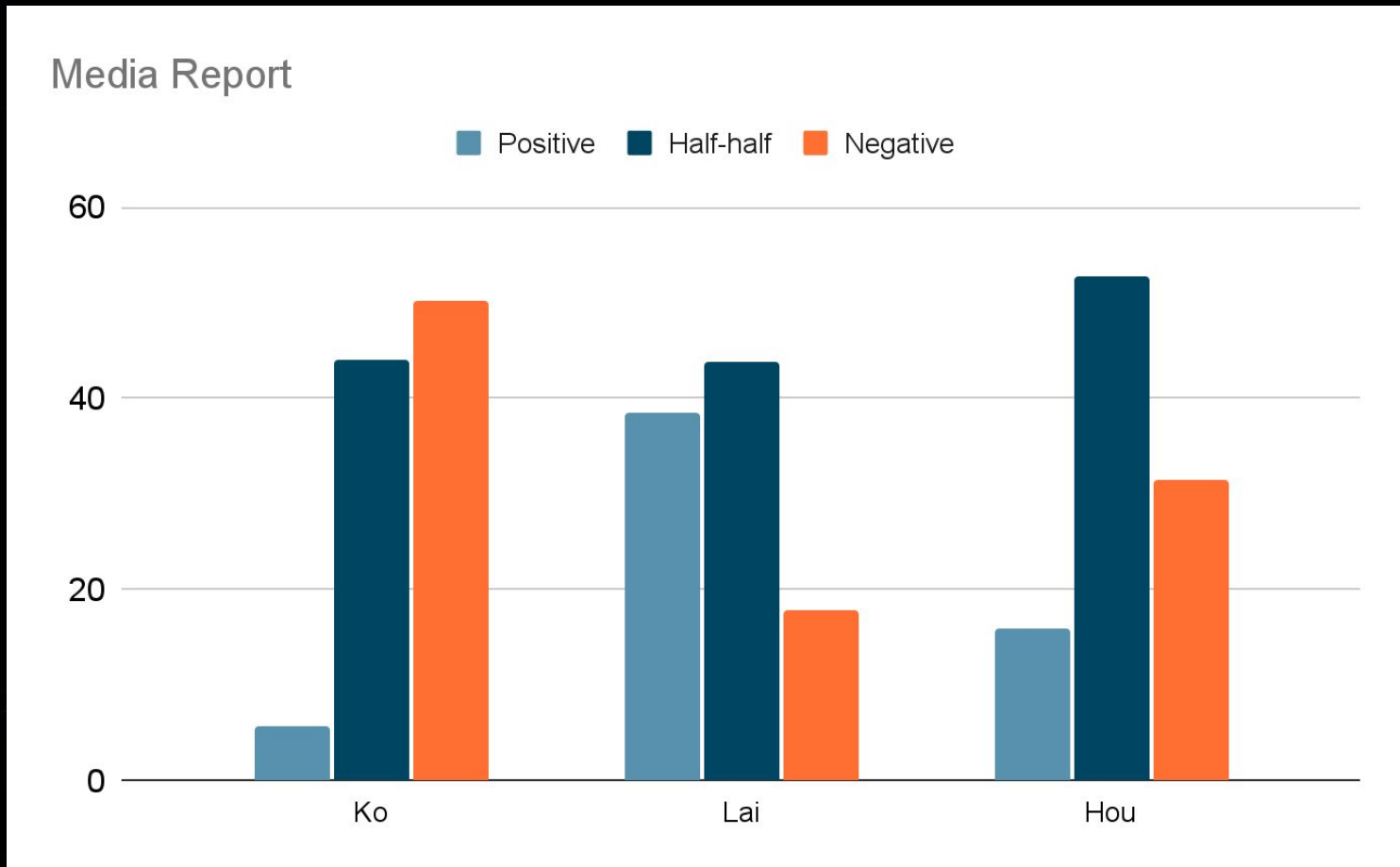
While Ko and TPP are anti-establishment, they are not populists. People of all parties support democracy and checks and balances.





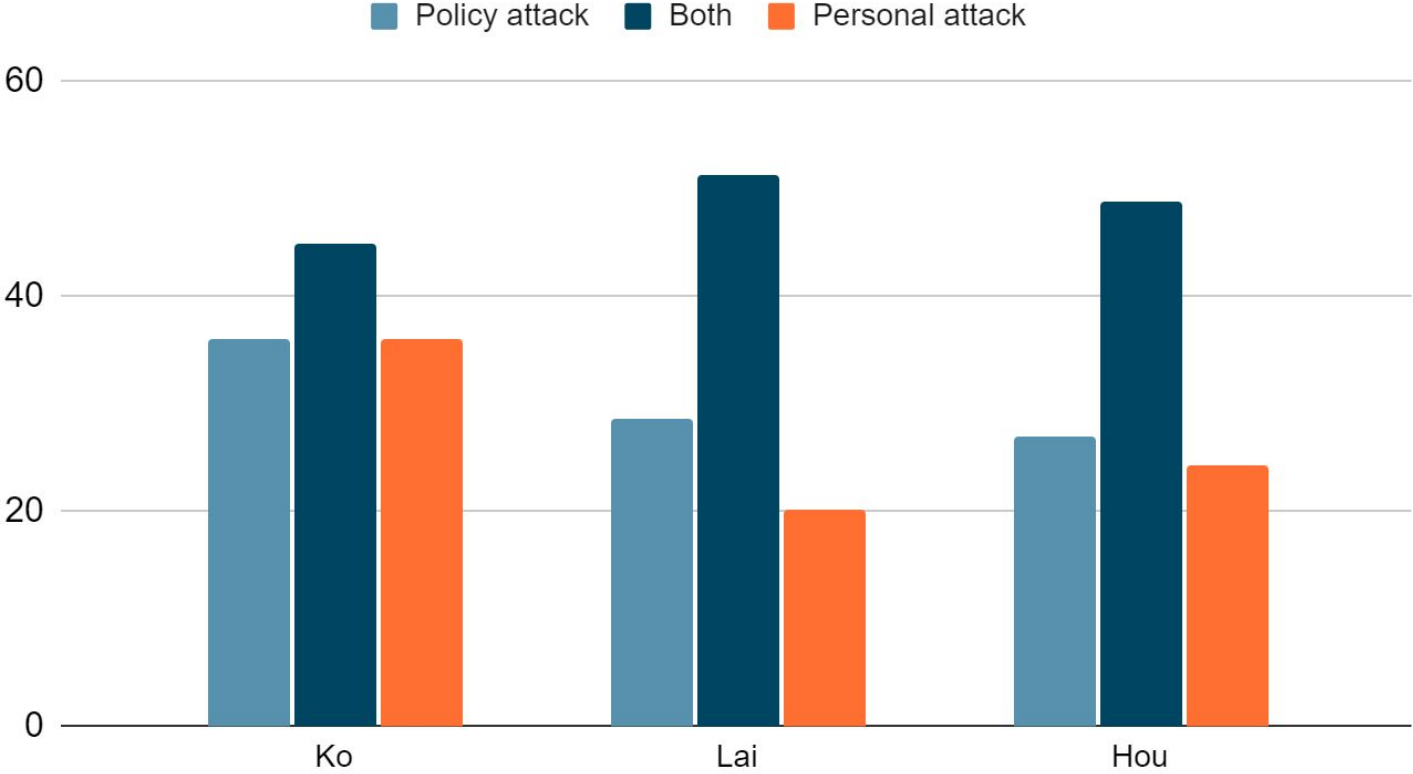
Negative Campaign

Negativity in the Media: web survey respondents agreed that Ko got most negative news coverage

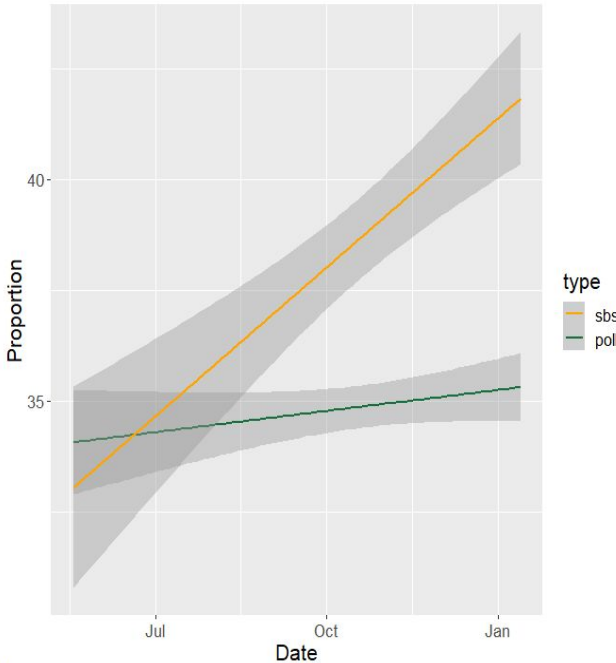


Candidate Strategy: personal attack is perceived used most by Ko

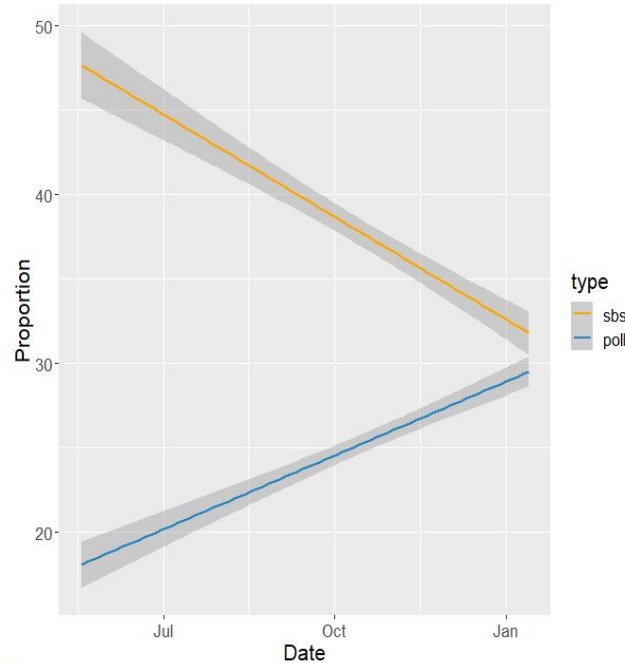
Types of Negativity



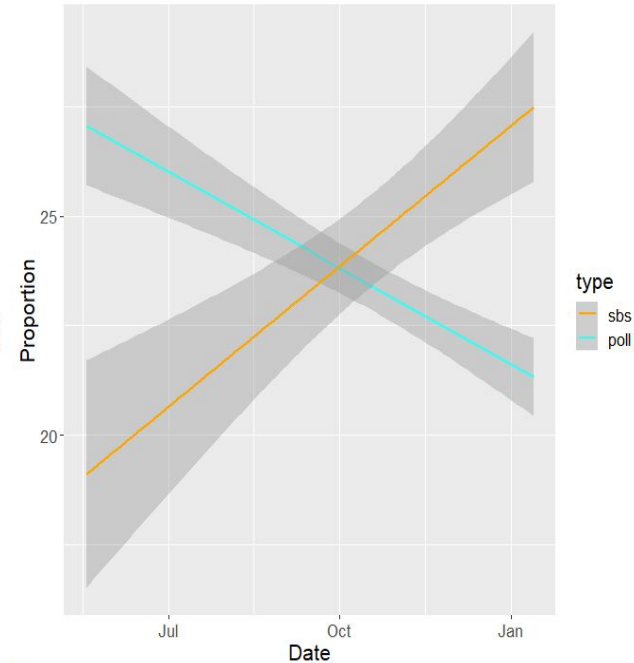
Poll and SBS Trends: Lai Ching-te



Poll and SBS Trends: Hou Yu-ih



Poll and SBS Trends: Ko Wen-je



SBS: The Semantic Brand Score is a measure of brand importance calculated on text data, representing a contribution to the research on brand equity and on word co-occurrence networks.

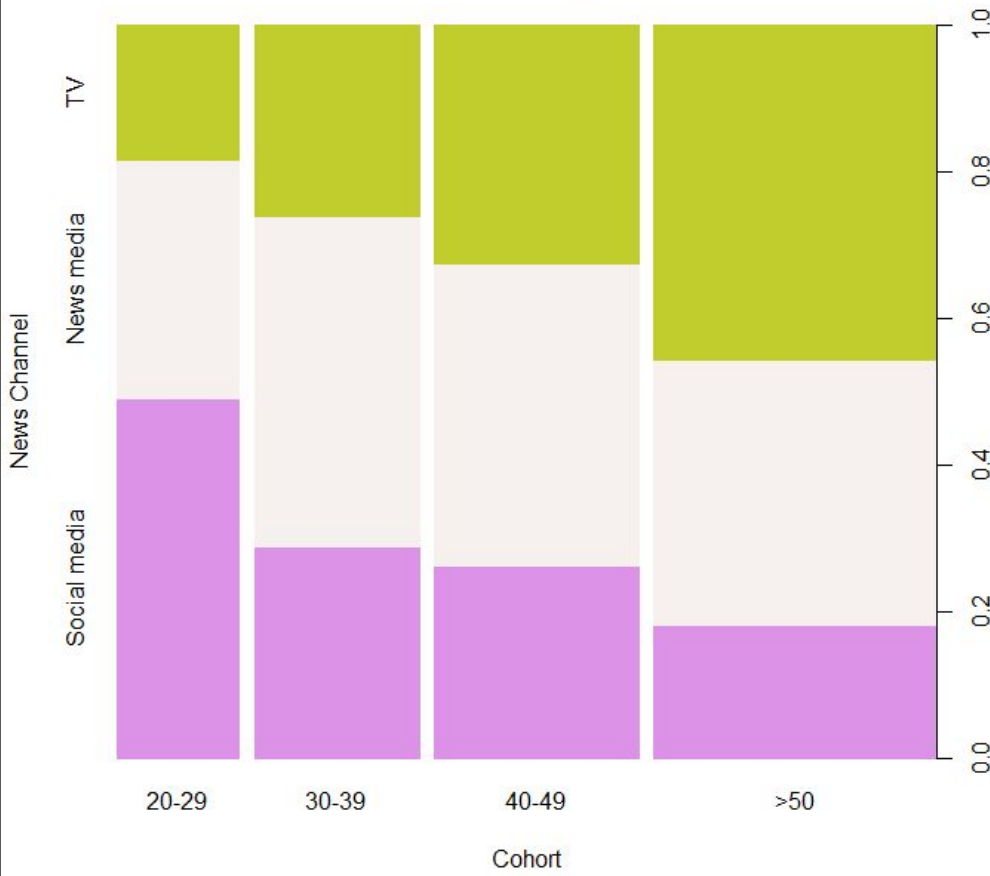
Determinants of Polls I

	Lai	Hou	Ko
Lai		0.006	-0.163*
Hou	0.003		-0.369***
Ko	-0.178*	-0.756***	
Landline	-0.983	-3.765**	-5.324***
Cell	-2.202***	2.929***	3.967***
Messages	-1.213	3.076*	-0.255
(Intercept)	40.733***	44.496***	41.424***
No. of obs.	202		
R ²	0.227	0.3512	0.5406

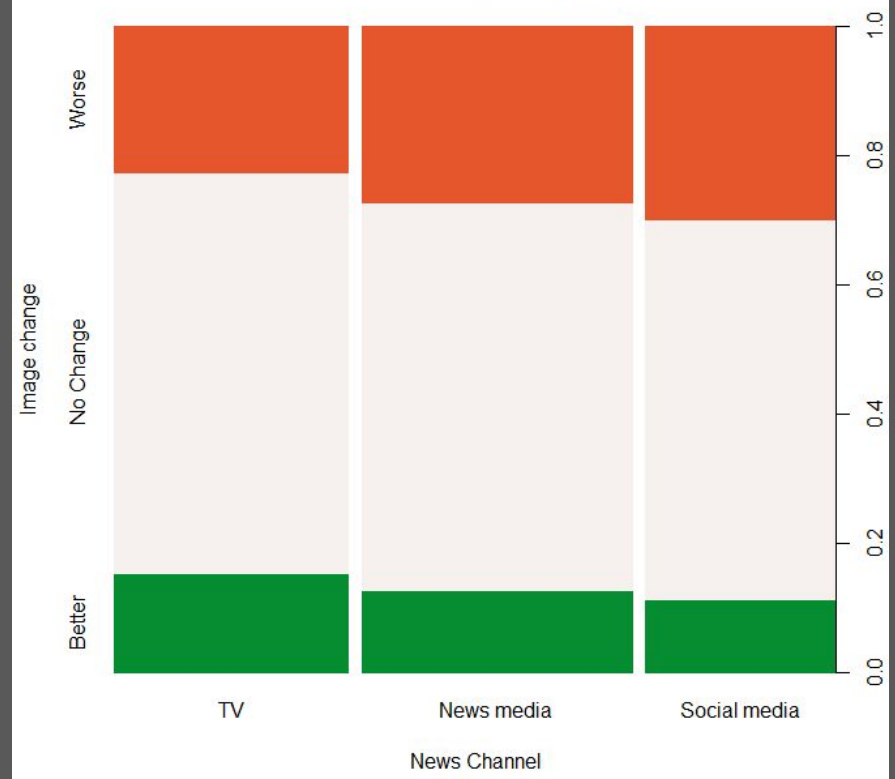
Determinants of Polls II

	Lai	Hou	Ko
SBS.Lai	0.075*	0.094	-0.168***
SBS.Hou	-0.026	0.017	0.008
SBS.Ko	-0.015	0.105*	-0.089*
Landline	1.304	3.090**	-4.415***
Cell	-3.666***	-1.287*	5.003***
Message	-1.831*	2.992*	-1.165
Decline to answer	-0.328***	-0.600***	-0.07
(Intercept)	39.124***	25.854***	34.996***
No. of Obs.	202		
R ²	0.4889	0.4995	0.4035

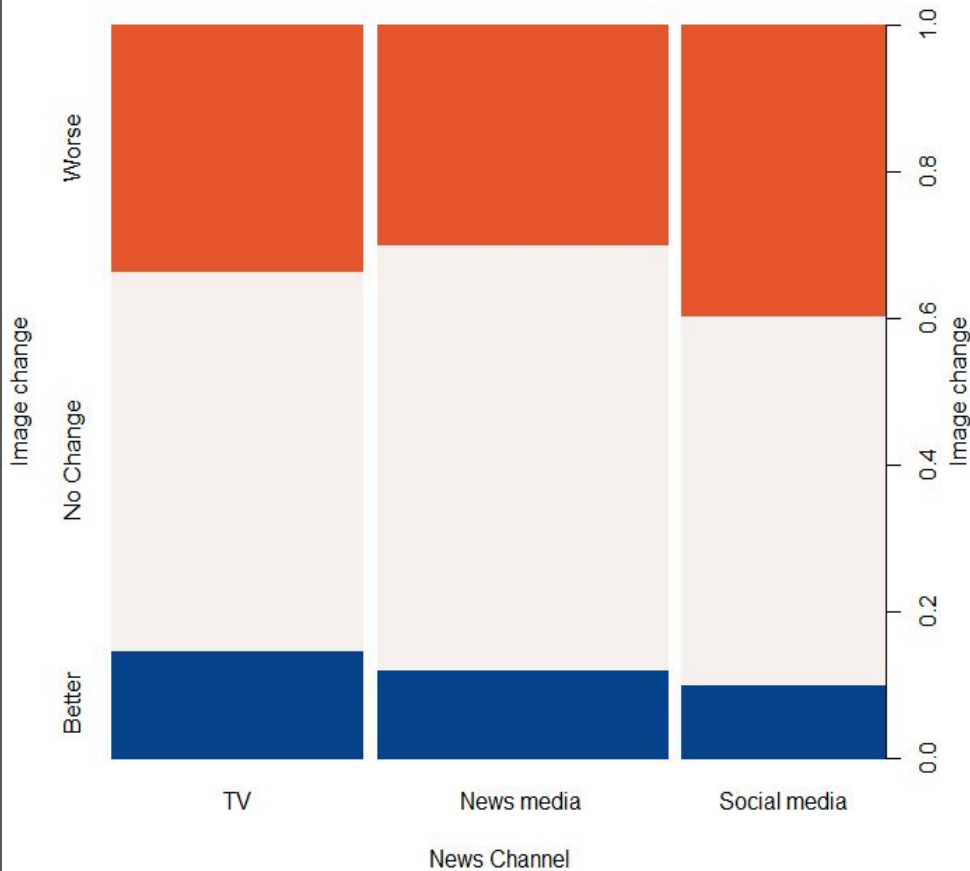
News Channel by Cohort



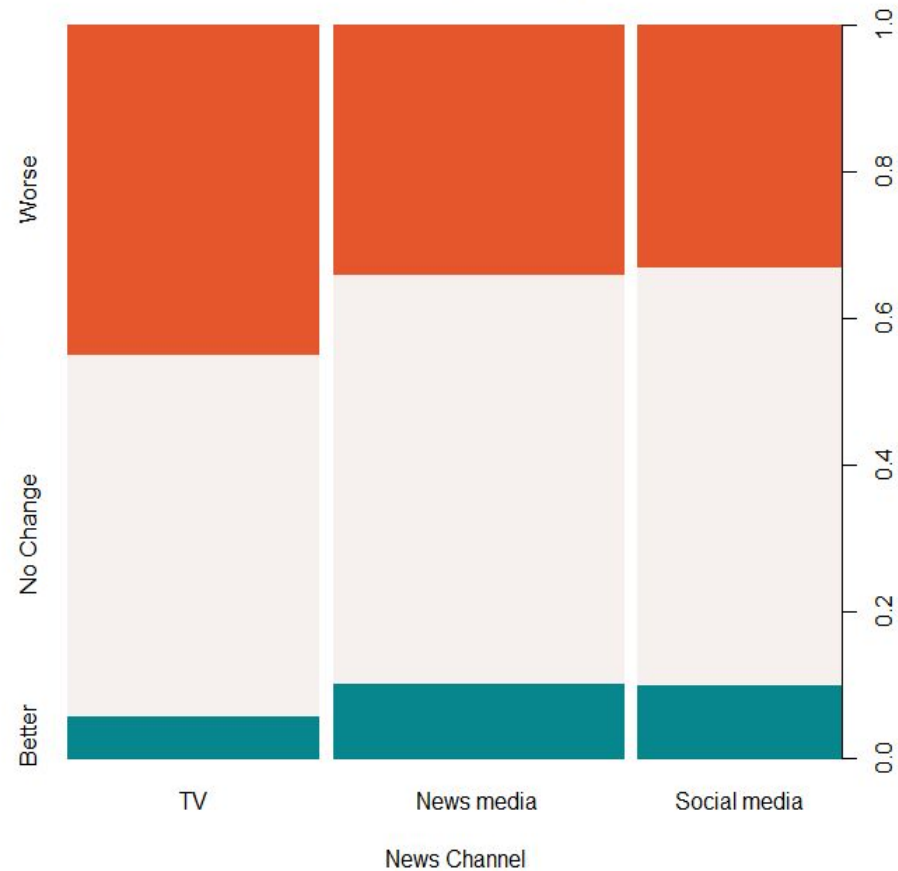
Lai's Image Change



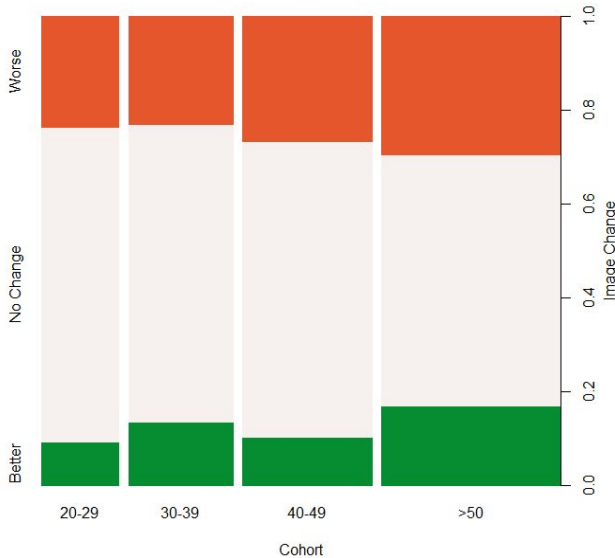
Hou's Image Change



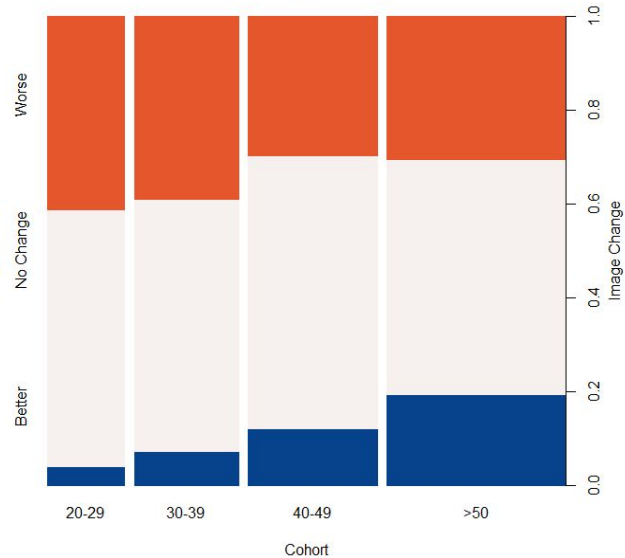
Ko's Image Change



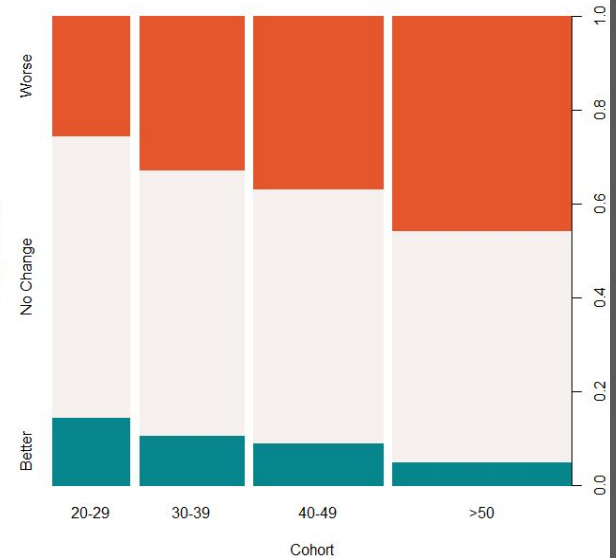
Lai's Image Change



Hou's Image Change



Ko's Image Change



A negative attitude towards Ko affects older and traditional media-relying voters.

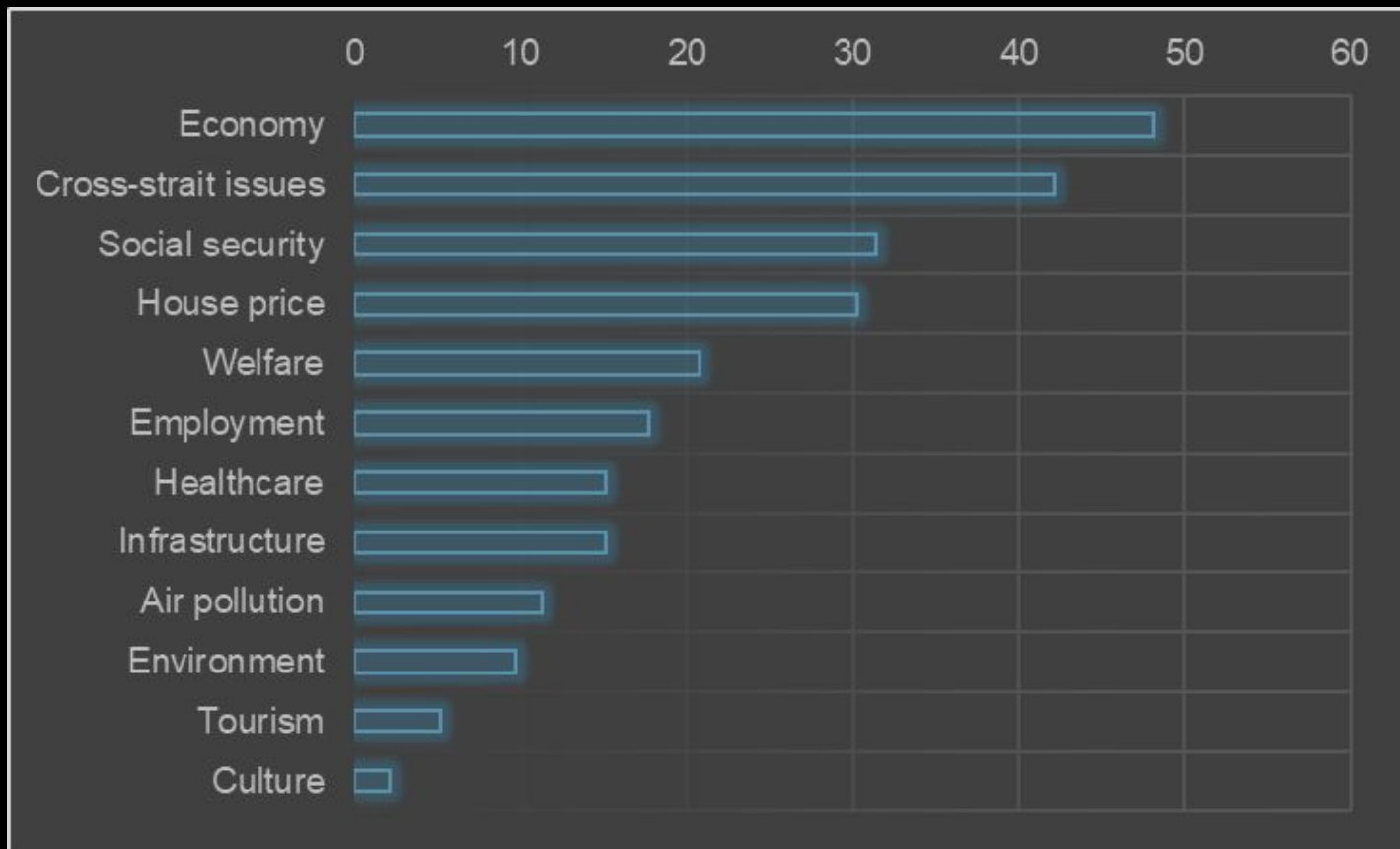


Looking Forward

Robust democracy persists

With the looming threat of war with China, all candidates embraced the status quo, which is where the majority of Taiwan voters stand.

Most Concerned Issues



Source: Etoday Polls conducted in May 2023



Domestic problems should be addressed to gain confidence in parties and the government.

Negative campaigns are used by parties to gain an advantage. More negative campaigns, however, make the masses more cynical about politics. Political trust suffers as a result.





Thank you
Q & A