



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

INSTITUT FÜR
KOMMUNIKATIONSWISSENSCHAFT
UND MEDIENFORSCHUNG



IfKW · Oettingenstraße 67 · 80538 München

Dr. Nayla Fawzi

Telefon: +49 (0)89 2180-9430

Email: fawzi@ifkw.lmu.de

www.ifkw.lmu.de

Postanschrift

Oettingenstraße 67

D-80538 München

Munich, 24/02/2016

STSM report (COST Action IS1308)

During my short-term scientific mission from January 27th to 5th 2016 I visited the Amsterdam School of Communication Research (ASCoR) at University of Amsterdam. It was hosted by Claes de Vreese, Linda Bos and Michael Hameleers. We are all members of the COST Action IS1308 and Working Group 3 “Effects of Populist Political Communication on Citizens”.

In our WG, we plan to conduct cross-country experiments that analyze the impact of different populism styles on citizens. During our last COST meeting in Odense in August 2015 we distributed specific tasks that are necessary to conduct this study. Linda, Michael and I, we signed up for the task force “Questionnaire and stimuli”. To be able to work on this together I applied for the STSM and spent 10 days at ASCoR. We first had a look into the relevant literature to decide on the dependent variables and discussed it together. Second, we dealt with the design of the study. We decided to conduct a 3 (exclusionism: no out-group versus cultural out-group versus economic out-group) X 2 (anti-establishment: no anti-elite versus anti-elitism) between-subjects factorial design with one control group. Currently, at least 7 countries from all parts of Europe plan to participate; thus, it is the goal to conduct the same experiment in all countries. This is the major challenge of this study. Third, we constructed a stimulus for each experimental and the control condition. We propose to use a short ad on Euronews consisting of a visual cue (constant across conditions) – a graph depicting economic downfall in the next years – a headline, and a text in which heartland, exclusionism and anti-establishment are manipulated. Forth, we worked on the questionnaire and the operationalization of independent and dependent variables. Finally, we wrote a draft containing all these information which we sent to the Chair and Vice Chairs of our Working group.

Altogether, the STSM was very important and helpful. The draft will be an important groundwork for our next WG meeting in Cracow in April 2016. Furthermore, the STSM in

Amsterdam gave me the opportunity to get to know colleagues who work on similar topics and to expand my network.

Kind regards,

Nayla Fawzi