

## **STSM Scientific Report    18.2.2016**

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Host institution: University of Vienna/Department of Communication

Period of STSM: 8.2.2016 – 12.2.2016

### **Activities**

During my visit at the University of Vienna, I have collaborated with the host institution to further develop initial ideas for a comparative study on the effects of populist communication. The host institution offered me an office at the department, which allowed me to work intensively on the project whilst interacting with other researchers working at the institution.

The planned comparative study concerns an online survey experiment that will be conducted in Austria and the Netherlands. Desirée Schmuck will collect the data in Austria, and I will collect the data in the Netherlands. During the first day of the visit, we discussed and finalized an earlier version of the design of the experiment. Over the next days, we developed a first version of the stimuli and composed an outline for the questionnaire. On the third day of my visit, I had a meeting with Jörg Matthes and Desirée Schmuck to discuss the design of the experimental study. This meeting provided valuable input to strengthen the study's design and stimuli. During this meeting, we also tentatively discussed the possibilities for planning the comparative study.

After this meeting, Desirée Schmuck and I made some changes to the experimental stimuli and design. Based on this, we made a first version of the questionnaire. Additionally, we further discussed the study's rationale and theoretical underpinnings. During the last phase of the visit, we also made a tentative planning for the next steps in conducting the study.

## **Outcomes**

The research visit resulted in various concrete outcomes. Prior to the visit, we discussed multiple alternative experimental designs. Now, we were able to make a final decision: we will conduct a 2 X 2 between-subjects experiment with control group. This decision aided the development of the experimental materials: we were able to design and compose the stimuli of all five conditions. Based on discussions about the design and theoretical underpinnings, we made a selection of dependent variables and moderators to measure. This resulted in an online questionnaire that we can further adjust and translate for both country-dependent contexts.

## **Work plan**

During the visit, we also discussed the next steps of the study. First, we will apply for funding and request quotes from panel survey agencies that can field the study. Second, we will further develop a theoretical framework and hypotheses. Based on this, we may add or remove questions from the questionnaire. We aim to launch the study prior to the summer of 2016.

## **Further remarks**

I would like to thank the Department of Communication at the University of Vienna, in particular Jörg Matthes and Desirée Schmuck, for being excellent hosts. The interaction with researchers at the host institution provided numerous insights that will help me to further develop my research interests.