

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im WiSe 2024/2025

Description of seminars

Veranstalter*in: Prof. Dr. Cornelius Puschmann

Lecturer:

Titel (dt.): Course 2: Research Seminar Part II: The EU Elections 2024 on Social Media

Titel (engl.): Course 2: Research Seminar Part II: The EU Elections 2024 on Social Media
(immer angeben)

Beschreibung:

Description:

From the upcoming presidential elections in the United States to a recent contest in Indonesia: Social media have become a crucial instruments of strategic communication in election campaigns around the globe in the past decade. They serve a variety of purpose to candidates, party strategists and lobby groups alike, enabling them to mobilize supporters and win over sympathizers, as well as to create visibility and spark interest within the broader electorate. Social media campaigning takes on many forms, from targeted advertising to social media interactions between candidates and citizens and the creation of engaging content and political means. At the same time, social media are also used by citizens, not merely to inform themselves and learn about policy positions, but also to take political action and participate in or instill grassroots politics. Endorsement and protest alike can be at once creative and shocking, well-reasoned and misleading. Far from being a one-sided affair, social media campaigning in 2024 is a colorful, intense, fascinating spectacle, playing out across a variety of platforms and taking on an array of media formats, from TikTok duets to Reddit threads.

We will examine this manyfold using the 2024 Elections to the European Parliament as our example. Experts agree that this election will be strongly contested not just by the political mainstream, but in particular by parties at the fringes, with hard right parties widely predicted to make considerable inroads across the 29 member states.

This research seminar is split into two parts. In this semester we will cover the interdisciplinary theoretical background that helps us to better understand political campaigning and social media, as well as the methods that enable us to study both in concert. In the second semester, students will work on their own research project in a small team using a methodological approach chosen in the first semester.

Students should have a strong interest in political communication and knowledge of EU electoral politics and social media, as well as (most importantly) an interest in conducting their own empirical research using quantitative or qualitative methods. Participants need a firm basis in the empirical methods they plan to use (e.g. content analysis, survey research, experiment). A reader on social media campaigning will be digitally provided at the start of the course.

The class runs across two semesters. In the first semester, participants receive credit for two group presentations and for individually posting discussion questions on texts covered during the semester (other than those used in the group presentation). In the second semester participants complete the module with a research paper on social media and elections.

Literatur:

Literature:

Jungherr, A., Rodríguez, G. R., Rivero, G., & Gayo-Avello, D. (2020). *Retooling Politics: How Digital Media Are Shaping Democracy*. Cambridge University Press.