

COST Action

Final Achievement Report

(07/04/2014 to 06/04/2018)

IS1308: Populist Political Communication in Europe: Comprehending the Challenge of Mediated Political Populism for Democratic Politics

The Action was approved by the Committee of Senior Officials (CSO) on 14-11-2013 and has the MoU reference COST 069/13.

This report was submitted on 21-05-2018 by the Action Chair on behalf of the Management Committee in fulfilment of the requirements of the rules for COST Action Management, Monitoring and Final Assessment.

Action leadership and participants

Leadership positions

Position	Name	Contact details	Country*
Chair	Prof Toril Aalberg	toril.aalberg@svt.ntnu.no +4773598359	Norway

Position	Name	Contact details	Country*
Vice Chair	Prof Claes de Vreese	c.h.devreese@uva.nl +31205252426	Netherlands

Working groups

#	WG Title	# of participants	WG Leader	Country*
1	Populist actors as communicators	31	Dr James Stanyer j.stanyer@lboro.ac.uk	United Kingdom
2	The media and populism	21	Prof Frank ESSER frank.esser@uzh.ch	Switzerland
3	Citizens and populism	23	Prof Carsten REINEMANN reinemann@ifkw.lmu.de	Germany

Other key leadership positions

Position	Name	Contact details	Country*
STSM Coordinator	Prof Peter Van Aelst	peter.vanaelst@uantwerpen.be	Belgium
GH Scientific Representative	Prof Toril Aalberg	toril.aalberg@svt.ntnu.no	Norway

* The country displayed is: for the Action Chair, the country of the person's primary work affiliation; for the Vice Chair the country that nominated the person as a Management Committee Member, for all other leadership positions, if the person is a MC Member the country displayed is the country of nomination, otherwise it is the country of the person's primary work affiliation.

Participants

COST members having accepted the MoU

AT	13/12/2013	BE	29/01/2014	BA	30/03/2014	BG	26/02/2014	HR	17/12/2013
CZ	03/04/2014	DK	21/11/2013	FI	08/08/2014	FR	11/12/2013	DE	07/01/2014
EL	27/11/2013	HU	28/01/2014	IS	07/02/2014	IE	16/05/2014	IL	27/11/2013
IT	10/02/2014	LT	30/01/2014	ME	26/08/2015	NL	29/11/2013	MK	08/04/2014
NO	02/12/2013	PL	25/02/2014	PT	21/01/2014	RO	13/12/2013	RS	18/02/2015
SI	21/08/2014	ES	26/11/2013	SE	06/02/2014	CH	17/01/2014	TR	14/07/2016
UK	03/12/2013								

Other participants

Institution Name	Country
Blerjana Bino	Albania

Summary

Main aim/ objective

The main objective of the Action is to produce up-to-date knowledge on mediated political populism via a coordinated, comparative and comprehensive scientific effort. This includes defining and explaining populist communication and exploration of cross-national patterns.

The Action addressed this as described below

The activities of the Action demonstrate the high level of commitment and productivity our members have shown throughout the entire period. Our main objective was to put a spotlight on populist political communication. The Action has clearly pushed not only the academic agenda, but also helped increase awareness of populist political communication as a phenomenon among the wider public. We have coordinated two highly comprehensive book projects, one of which is based on new, coordinated and innovative empirical research. This work has increased clarity and offered new perspectives, which was listed as objectives 2, 3 and 4 in our MoU. These book projects have involved a very large majority of the action members. Important for objective 2, 3 and 4 is also the various special issues we have initiated. These have received a lot of interest not only among action members, but also across the wider research community. These special issues have been/are about to be published by very well acknowledged international journals. The academic interest has also been evident at several international conferences, where we organized an important first pre-conference on the topic at the International Communication Association meeting in 2016. This has been followed up by a several conference papers also at other major academic meetings. The interest in our work has however clearly stretched beyond academia, and we have been invited to several large public lectures, panel debates, and media interviews. Key groups of stakeholders have clearly shown great interest in our work. For instance, the Action was invited to present our research at the French Senate, but we have also discussed challenges and potential solutions with politicians, journalists, educators and young citizens in many other countries throughout Europe. The award we were given by the European Commission's Joint Research Centre, is proof that our outreach efforts have been appreciated and recognized. We are particularly happy that the Action won this EU4Facts Video Award for our dissemination strategy directed towards young citizens. Our Early Stage Investigators have also seemed to benefit specifically from the work of the action. In a survey circulated among Action members before and during our final event, our ESI members expressed that the training schools had been very important, but also that STSM visits and the fact that they had been trusted with key roles in the Action had advanced their careers significantly over the last four years. We are also proud that the COST office on several occasions have selected our Action to showcase the EU research they support, both at their own "Snapshots of EU Research" event in Brussels in 2017, as well as at one of the European Union for Science Journalists annual meetings. At the end of this Action it is evident that we have achieved more than what we originally planned and hoped for, and thus outlined in our MoU.

Action website

<https://www.ntnu.edu/populistcommunication/>

Achievement of MoU objectives, deliverables and additional outputs/ achievements

MoU objectives

The Action reported the following achievement of its specific objectives.

MoU objective	Level of achievement	Further information (hyperlink or other)
Putting a spotlight on populist communication in Europe In recent years we have seen a rise of populist political actors and populist communicative strategies in various European societies. Faced with political challenges like trans-European migration, immigration, and economic austerity on the one hand and fundamental changes of media landscapes and communication practices of citizens on the other, the description and explanation of populist communication structures and dynamics becomes a vital issue for European democracies. Therefore, an objective of this COST Action is to put a spotlight on the communicative processes that make up the core of political and media populism and raise scientific, media and citizen awareness of populist communication.	76 - 100%	<p>A significant spotlight has been put on the communicative processes related to populism, both among the scientific community as well as society at large. Our efforts include a high number of media coverage, both on the establishment of the action, as well as our ongoing work (typically in national languages, several in offline media channels). For some of the online example see https://www.ntnu.edu/web/populistcommunication/media. Our website (www.populistcommunication.eu) has been frequently visited over the years, so is our facebook page (500 followers), twitter account (385 followers) and youtube channel (3222 views). We initiated early a very well received conference on populist political communication, which was organized as a pre-conference linked to the prestigious International Communication Association meeting in 2016 https://www.facebook.com/populistcommunication/posts/594209524077506. This pre-conference inspired quite a few several similar conferences (for a few examples see http://c.ymcdn.com/sites/www.icahdq.org/resource/resmgr/Conference/2017/ICA_Preconference_Programme_.pdf ; https://cmds.ceu.edu/ica-pre-conference-global-perspectives-populism-and-media ; http://europe.wisc.edu/events/populism-political-contention-crisis-democracy-symposium/ ; http://www.populismconference.com/wp-content/uploads/2017/07/FINAL_ENGLISH_-_Populism_programme_6bNOV.pdf ; https://www.goethe.de/resources/files/pdf130/conference_programme11.pdf).</p> <p>Our focus on this phenomenon has created a global interests among researchers world wide (see e.g: https://www.eventbrite.com/e/populism-and-the-media-the-next-big-topic-of-political-communication-research-tickets-39602851194#) The very high number of relevant real world events since the start of the Action in 2014, have naturally also increased the interest in this phenomenon.</p>
Advancing conceptual clarity in research on populist communication A fundamental prerequisite for scientific progress	76 - 100%	<p>Much of the conceptual clarity was established with the work of our first action book (see https://www.ntnu.edu/web/populistcommunication/first-action-publication), and this work has clearly inspired many researchers who have started working on this topic (due to high demand the book is now being offered in a new paperback edition). The International Journal of Press/Politics also selected the Actions proposal for a special issue on populist political communication, which</p>

and the development of new approaches for research is to advance conceptual clarity on the key concepts related to populist political communication and related effects. In order to do so, researchers from various disciplinary, methodological and national backgrounds will be brought together in this COST Action. Only then it will be possible to integrate various scientific perspectives and bodies of literature that are often separate even though they deal with similar phenomena. In addition, diverse theoretical and methodological expertise will be needed to comprehensively conceptualize the complex processes that constitute populist communication and that span across the macro-, meso- and micro-levels of various societies.

was based on the conceptualization developed in the first book (<http://journals.sagepub.com/pb-assets/cmscontent/HIJ/CfP%20Special%20Issue%20Populist%20Communication%20IJPP.pdf>). The interest in the special issue was overwhelming with more than 70 submission from across the globe. A selection of proposals was made in fall 2017 and these proposals were developed into full papers which were presented at the Action conference in Madrid 2018 <https://www.ntnu.edu/documents/922539401/1221073917/Madrid+COST+Action+Programme/d69cdcc6-e414-4ed0-9b91-38825b400ad0> . On the basis of full peer review, a sub selection of these will be included in the actual special issue expected to be published by the end of 2018. The special issue will also include an introduction article by the COST action core group that provide further conceptual clarifications and a discussion on how to best create a future comparative research agenda.

Initiating comprehensive comparative research on populist communication Understanding the factors crucial for the patterns and processes of populist communications across Europe is impossible without comprehensive and truly comparative research. Therefore, this COST Action will take into account the whole communicative process of populist communications from communicators via the media to citizens and the feedback

76 - 100%

We have initiated comprehensive comparative research partly by encouraging young academics to engage in relevant research through training schools and the establishment of the Early Stage Researchers Think Tank ESRTT (see eg <https://www.ntnu.edu/documents/922539401/1241163848/Newsletter2015June.pdf/2e818aa2-30ff-4667-a5fc-90fa5a513db3/> <https://www.ntnu.edu/documents/922539401/1241163848/COST+Action+IS1308+Newsletter+no+3/ad150474-654e-402c-8da7-9866c9ff0b40>). One of the coordinated outputs from the first training school and the work of the ESRTT is a special issue of Information Communication & Society on populist online communication (<https://www.tandfonline.com/toc/rics20/20/9?nav=toCList>). An equally important initiative for initiating comprehensive comparative research, is the coordinated effort made by members of the three working groups developing truly comparative research designs which cover the communication processes related to both politicians, media and citizens. This has been a thorough process that started in Odense in 2015, and which was followed up at WG meetings and workshops in Cracow and Prague (2016) and finalized in Paris (2017) (see meeting agenda's for details <https://www.ntnu.edu/populistcommunication/events>). These designs have since been promoted and implemented (see MoU objective 4).

loops of citizen user-generated communication and expressions of public opinion. In doing so, boundaries between disciplines and subfields will be crossed in order to arrive at a comprehensive picture of the relevant processes. Maybe even more importantly, understanding national differences and similarities in strategies, media resonance, and audience reactions is only possible when taking into account a variety of macro-, meso- and micro-level factors and investigating them in truly comparative research designs. Finally, this COST Action will identify the relevant factors and develop research designs that allow a gauging of the relative impact of those factors across countries.

Promoting innovative empirical research on populist communication A lot of the assumptions about the nature of the communicative processes involving populist communications have not or have not been comprehensively investigated empirically. In trying to understand the structures and dynamics of populist communications, innovative research designs have to be developed and state of the art techniques of data gathering and data analysis have to be developed and applied. These will

76 - 100%

The overwhelming response to the call for the special issue of International Journal of Press Politics revealed that the work of the action has inspired many new and innovative empirical research projects on populist communication. A high number of action members were involved in the submitted proposals, both among those that were selected for presentation at the Action Conference, as well as those that we had to reject due to space limitations. The most coordinated effort to promote innovative empirical research has been based on the conduction of several large-scale internationally comparative empirical studies. This empirical material has been discussed carefully at WG meetings in Sarajevo (2017) and Madrid (2018) <https://www.ntnu.edu/populistcommunication/events>. The studies focus on (a) politicians' and journalists' perceptions of populist communication, (b) media coverage of populism and (c) the effects of populist communication on citizens, and are based on comparative interview studies with journalists and politicians (15 countries in two studies), a large-scale comparative content analysis (12 countries), and a comparative cross-country experiment using nationally representative online-surveys (15 countries). Members of the working group are now working on a number of manuscript based on these studies. Some are in the process of being submitted or presented at conferences (eg. <http://tinyurl.com/ybdrwikt>, <http://tinyurl.com/y9tg8zx7>, <https://ecpr.eu/Events/PaperDetails.aspx?PaperID=40337&EventID=115>), while we are also working on a coordinated book length volume that includes all these perspectives and empirical data sources (See <https://www.ntnu.edu/populistcommunication/publications>). The book proposal has just been accepted by Routledge and the book which will be the official Final Action Dissemination will be published in April 2019.

<p>include, for example, new tools for the analysis of online and offline messages of populist actors, media, and citizens engaging in political (online) discourses. It will also include the usage of social science experiments and survey research in both online and offline environments.</p>		
<p>Building a network of dedicated scholars and a basis for comparative research And finally, this COST Action sets out to establish a long-lasting network of scholars dedicated to the investigation and promotion of inclusive, democratic public spheres across Europe. This network shall include both early-stage and senior researchers from across Europe with various disciplinary and methodological backgrounds. However, this network will not only provide state of the art knowledge about populist communication in Europe, but also, once the theoretical and methodological issues have been solved, start developing large-scale comparative research projects addressing the questions left open by prior research.</p>	<p>76 - 100%</p>	<p>An impressively stable and large number of action members have shown great dedication in the many activities organized by the action (like the various publications and empirical testing described with other MoU objectives. Research visits based on STSM tools (see https://www.ntnu.edu/populistcommunication/stsm) as well as involvement in new research proposals and projects are also proof of the long term engagement of the many network members. Several of these proposal are still under evaluations, for instance those submitted to this Horizon 2020 call (http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/governance-03-2018.html). Other smaller projects are also well under way, like this collaboration related to a special issue of the Central European Journal of Communication on “Populism and the Media across Europe” (http://ptks.pl/cejc/wp-content/uploads/2018/04/CEJC_special-volume_populism.pdf). The interview with the Action’s Science Officer in the most recent newsletter may be considered as an illustrative piece of evidence that confirms the high degree of dedication and commitment among a wide number of action members (https://www.ntnu.edu/web/populistcommunication/newsletters).</p>

Deliverables

The Action reported the following deliverables:

Deliverable	Timing of deliverable	Further information (hyperlink or other)
Reviewing relevant material and literature. We started early with the review and the first results were presented in Lisbon 2014 . This work was continued at our event in Athens 2015 and in Odense 2015. The end result is published in a book see http://www.ntnu.edu/web/populistcommunication/first-action-publication	Delivered	https://www.ntnu.edu/web/populistcommunication/first-action-publication
Defining a research agenda and direction. In our first book (2016) we came a long way in defining the direction for future research. In Cracow2016 we started the work on research designs and methods to study the shortcomings identified in the literature. The research instruments will be finalized in Prague2016.	Delivered	https://www.ntnu.edu/documents/922539401/1241163848/COST+Action+IS1308+Newsletter+no+3/ad150474-654e-402c-8da7-9866c9ff0b40
Integrating findings to produce coherent knowledge. We have made a good start with the first book, results from ICA pre-Conference, and a forthcoming special issue. Achievement is scheduled to be completed in year 4	Delivered	https://www.ntnu.edu/populistcommunication/publications
Revitalizing research on populist political communication. We have made a good start with the first book, results from ICA pre-Conference, and a forthcoming special issue. Achievement is scheduled to be completed in year 4	Delivered	https://www.ntnu.edu/documents/922539401/1221073917/MC+Chair+Presentation+Madrid/2bf9ae9c-2c6a-40da-9407-6a15f12c4b43
Developing recommendations. Members in the working groups will reflect on the significance of their research results for civil society, media and policy players in the field, and provide them with insightful recommendations for their future activities and responsibilities. Achievement is scheduled to be completed in year 4	Delivered	https://www.ntnu.edu/documents/922539401/1241163848/COST+Action+IS1308+Newsletter+no+3/ad150474-654e-402c-8da7-9866c9ff0b40

Additional outputs/ achievements

The following outputs/ achievements also resulted from the Action:

The Action reported 15 publications on the topic of the Action, co-authored by at least two Action participants from two countries participating in the Action, and for which the Action networking was necessary.

Co-authored Action publications - peer-reviewed

1.

The effects of populism as a social identity frame Evidence from a 15-country comparative experiment

2.

Start Spreading the News: A Comparative Experiment on the Effects of Populist Communication on Political Engagement in 16 European Countries

3. [doi:10.1080/13183222.2017.1330083](https://doi.org/10.1080/13183222.2017.1330083)Title

Authors

Type

Published in

ISSNs

Subject

Link

Distinctions and Articulations:
A Discourse Theoretical
Framework for the Study of
Populism and Nationalism

De Cleen, Benjamin;
Stavrakakis, Yannis

Journal article

Javnost - The Public

1318-3222; 1854-8377

Communication

<https://www.tandfonline.com/doi/pdf/10.1080/13183222.2017.1330083>

4.

on Populism and Nationalism: Constructing and Representing 'The People' as Underdog and as Nation

5. [doi:10.1080/1369118X.2017.1328525](https://doi.org/10.1080/1369118X.2017.1328525)Title

Authors

Type

Published in

ISSNs

Subjects

Link

Populist online
communication: introduction
to the special issue

Engesser, Sven; Fawzi,
Nayla; Larsson, Anders Olof

Journal article

Information, Communication &
Society

1369-118X; 1468-4462

Communication; Library and
Information Sciences

<https://www.tandfonline.com/doi/pdf/10.1080/1369118X.2017.1328525>

6.

Populist Online Communication. Special Issue of Information, Communication and Society.

7. [doi:10.1080/1369118X.2017.1328523](https://doi.org/10.1080/1369118X.2017.1328523)Title

It's us against them: a comparative experiment on the effects of populist messages communicated via social media

Authors

Hameleers, Michael;
Schmuck, Desirée

Type

Journal article

Published in

Information, Communication & Society

ISSNs

1369-118X; 1468-4462

Subjects

Communication; Library and Information Sciences

Link

<https://www.tandfonline.com/doi/pdf/10.1080/1369118X.2017.1328523>

8.

Cultural policy in times of rising populism, KPY Cultural Policy and Management Yearbook, Istanbul Bilgi University Press, 2017 English edition: ISBN 978-605-399-514-2

9786053995142

9.

Populist Actors as Communicators or Political Actors as Populist Communicators: Cross National Findings and Perspectives. In Aalberg, T., Esser, F., Reinemann, C., Strömbäck, J., & de Vreese, C., (eds) *Populist Political Communication in Europe*. London: Routledge.

10.

Populism and the Media: Cross-National Findings and Perspectives. In Aalberg, T., Esser, F., Reinemann, C., Strömbäck, J., & de Vreese, C., (eds) *Populist Political Communication in Europe*. London: Routledge.

11.

Citizens and Populist Political Communication: Cross-National Findings and Perspectives. In Aalberg, T., Esser, F., Reinemann, C., Strömbäck, J., & de Vreese, C., (eds) *Populist Political Communication in Europe*. London: Routledge.

12.

Populist Political Communication: Towards a Model of its Causes, Forms and Effects. In Aalberg, T., Esser, F., Reinemann, C., Strömbäck, J., & de Vreese, C., (eds) *Populist Political Communication in Europe*. London: Routledge.

13.

Introduction: Comprehending Populist Political Communication. In Aalberg, T., Esser, F., Reinemann, C., Strömbäck, J., & de Vreese, C., (eds) *Populist Political Communication in Europe*. London: Routledge.

14.

Populist Political Communication in Europe. London: Routledge.

15. [doi:10.1093/ijpor/edv014](https://doi.org/10.1093/ijpor/edv014)Title

Media Cues and Citizen Support for

Authors	Right-Wing Populist Parties Sheets, Penelope; Bos, Linda; Boomgaarden, Hajo G.
Type	Journal article
Published in	International Journal of Public Opinion Research
ISSNs	0954-2892; 1471-6909
Subject	Sociology and Political Science
Link	http://academic.oup.com/ijpor/article-pdf/28/3/307/

Projects

The Action reported 4 project(s) and 1 proposal(s) resulting from the Action networking.

Key details of the projects are shown below:

1. Populist Online Communication in Europe: Self-Presentation, Media Representation, and Audience Reconstruction of Political Actors (National)
2. Populist political communication: political messages, media coverage and social responses (National)
3. Populist Political Communication in Bulgaria (political actors) (National)
4. Populist Political Communication in Bulgaria (media) (National)

Other outputs / achievements

The following other outputs/ achievements contributing to the COST mission resulted from the Action:

1. **G. Aleknonis, European Parliament Elections in Lithuania: Populist Competition in the Shadow of the Presidential Vote**, *Political Preferences*, 2014, vol. 9, p. 39-56.
2. **G. Aleknonis, R. Matkevičienė, Populism in Lithuania: Defining the Research Tradition**, *Baltic Journal of Law & Politics* 9:1 (2016): 26-48, <http://www.degruyter.com/view/j/bjlp>. DOI: 10.1515/bjlp-2016-0002.
3. Bergmann, E (2018, September). *Conspiracy & Populism: The Politics of Misinformation*. London: Palgrave Macmillan
4. Bergmann, E (2017). *Nordic Nationalism and Right-Wing Populist Politics*. London: Palgrave Macmillan
5. Bergmann, E (2015). 'Populism in Iceland: Has the Progressive Party turned populist?' *Icelandic Review of Politics and Administration*. Reykjavik: University of Iceland. Vol. 11(1), 33-54
6. MATKEVIČIENĖ, Renata. How media constructs political corruption: case of the Internet media reaction to the political corruption scandal during election campaign to the Parliament of Lithuania in 2016. *Political Preferences*, 14/2017. P. 35-46. DOI:10.6084/m9.figshare.5216164 ; journals.us.edu.pl/index.php/PP
7. MATKEVIČIENĖ, Renata. Trust in Governmental Institutions is the Main Requirement for Effective New Public Governance. *New Media and New Public Governance: The Strategic Communication Approach*. Trnava, 2017, p. 15-38. ISBN 978-80-8105-844-8

8. Schmuck, D., & Matthes, J. (2017). Effects of economic and symbolic threat appeals in right-wing populist advertising on anti-immigrant attitudes: The impact of textual and visual appeals. *Political Communication*, 34(4), 607-626.
9. Schmuck, D., Matthes, J., & Paul, F. (2017). Negative stereotypical portrayals of Muslims in right-wing populist campaigns: Perceived discrimination, social identity threats, and hostility among young Muslim adults. *Journal of Communication*, 67(4), 610-634.
10. Heiss, R., & Matthes, J. (2017). Who “likes” populists? Characteristics of adolescents following right-wing populist actors on Facebook. *Information, Communication & Society*, 20(9), 1408-1424.
11. Matthes J., & Schmuck, D. (2017). The effects of anti-immigrant right-wing populist ads on implicit and explicit attitudes: A moderated mediation model. *Communication Research*, 44(4), 556-581.
12. Marquart, F., & Matthes, J. (2016). Campaigning subtle exclusionism: The effects of right-wing populist positive ads on attitudes toward foreigners in Austria. *Studies in Communication | Media*, 5 (2), 223-239.
13. Schmuck, D., Matthes, J., & Boomgaarden, H. (2016). Austria: Candidate-centered and anti-immigrant right-wing populism. In T. Aalberg, F. Esser, C. Reinemann, J. Strömbäck, & C. De Vreese (Eds.), *Populist Political Communication in Europe* (pp. 85-98). New York: Routledge.
14. Matthes, J., Marquart, F., Arendt, F., & Wonneberger, A. (2016). The selective avoidance of threat appeals in right-wing populist political ads: An implicit cognition approach using eye-tracking methodology. In P. Verlegh, H. Voorveld, & M. Eisend (Eds.), *Advances in Advertising Research, Vol. VI. The Digital, the Classic, the Subtle, and the Alternative* (pp. 135-147). Wiesbaden: Springer Gabler
15. Mustapić, M., Balabanić, I., Plenković, M. (2018). Political news coverage of the 2015 election campaign in Croatia: populism and media. In: Salgado, S. (ed.), *Election news in six European countries: what is covered and how?* Palgrave Macmillan. (accepted for publishing)
16. Mustapić, Marko; Perasović, Ben; Derado, Augustin (2018) A populist electoral campaign 2017 and cultural policy: The case study of ‘outcast’ Željko Kerum’s return to the political scene in Croatia, *Cultural Policy and Management Yearbook* (accepted for publishing)
17. Nikolić, Mirjana (2016) "Sensationalism and populism vs. Social Responsibility of the Electronic Media ", *Media Dialogues* No. 24, Podgorica, ISSN 1800 7074
18. Dragičević Šešić M. (2016) “Dissidents (Culture of Dissent)”, in: A. Wiesand et.al., eds. *Culture and human rights: The Wrocław Commentaries*, ArCult Media, de Gruyter, Berlin, str.151-153, ISBN-10: 3110440504, ISBN-13: 978-3110440508
19. Dragičević Šešić M and Tomka G. (2016) “Art and Dissent: Questioning the Grid”, in: Gonsalves S. & Majhanovich M. (eds.), 2016, *Art and Intercultural dialogue*, Sense Publishers, Amsterdam, ISBN-10: 9463004211, ISBN-13: 978-9463004213
20. Sorensen, Lone, *Populist Communication in the New Media Environment: A Cross-Regional Comparative Perspective* (April 2018). Palgrave Communications, Vol. 4, Issue 1, pp. 48-48, 2018. Available at SSRN: <https://ssrn.com/abstract=3169222> or <http://dx.doi.org/10.1057/s41599-018-0101-0>
21. Stanyer, J., Archetti, C., & Sorensen, L., (2016) The United Kingdom: Hybrid Populisms, Mixed Fortunes and Unstable Support. In Aalberg, T., Esser, F., Reinemann, C., Strömbäck, J., & de Vreese, C., (eds) *Populist Political Communication in Europe*. London: Routledge.
22. Nicole Ernst, Sven Engesser, Florin Büchel, Sina Blassnig & Frank Esser (2017) Extreme parties and populism: an analysis of Facebook and Twitter across six countries, *Information*,

Communication & Society,20:9, 1347-1364, DOI: [10.1080/1369118X.2017.1329333](https://doi.org/10.1080/1369118X.2017.1329333)

23. Benjamin Krämer (2017) Populist online practices: the function of the Internet in right-wing populism, *Information, Communication & Society*, 20:9, 1293-1309, DOI: [10.1080/1369118X.2017.1328520](https://doi.org/10.1080/1369118X.2017.1328520)
24. Christian Martin Bächler and David Nicolas Hopmann (2017) Denmark: The Rise of the Danish People's Party. In Aalberg, T., Esser, F., Reinemann, C., Strömbäck, J., & de Vreese, C., (eds) *Populist Political Communication in Europe*. London: Routledge.
25. Ov Cristian Norocel (2017) Finland: From Agrarian to Right-Wing Populism; In Aalberg, T., Esser, F., Reinemann, C., Strömbäck, J., & de Vreese, C., (eds) *Populist Political Communication in Europe*. London: Routledge.
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Impacts

The Action reported the following impact(s):

Description of the impact, i.e. what will change, and for whom, as a result of what the Action achieved	Type of impact	Timing of impact
Agenda Setting: Our action has contributed to set the agenda and included a communication perspective on studies and public discussions on populism	<ul style="list-style-type: none"> • Scientific / Technological • Societal 	Achieved
Provided a coherent view - and a new perspective on populism. The demand for and number of citation of our first publications has been very high, suggesting that this new perspective and coherent view have been well received.	<ul style="list-style-type: none"> • Scientific / Technological • Societal 	Achieved
<p>Action members have provided key input to the development of the next EU framework program see</p> <p>https://sciencebusiness.net/framework-programmes/news/eu-propose-s-funding-research-address-populism-and-threats-democracy</p>	<ul style="list-style-type: none"> • Scientific / Technological • Societal 	Foreseen five-to-ten years

Dissemination and exploitation of Action results

Dissemination and exploitation approach of the Action

The Action's dissemination and exploitation approach as well as all activities undertaken to ensure dissemination and exploitation of Action results and the outcomes of these activities are described below.

Our objective has been to pursue an 'information and dialogue' strategy. This implies that we have used traditional and interactive dissemination activities. We have distinguished between four target audiences for our dissemination: a) Researchers: we have targeted researchers working on populism specifically, but more importantly researchers engaged in media and communication, journalism, political science and sociology in general to generate an interest in the COMPARATIVE and COMMUNICATIVE perspective which to a large degree have been overlooked. b) Educators: we have produced material to be used in high school curricula, on the nature and working of populism in society. This includes our education package with several short videos. In addition, educators have been given the opportunity to have action members visit their school for brief guest lectures. c) Media: we have communicated by providing op-ed pieces and interviews, but also indirectly through stakeholder events and meetings (Eg at the following Action Events, Athens2015, Cracow2016, Paris2017 and Madrid2018). We have been invited to press briefing/meetings (eg. European Union for Science Journalists). d) General public: Part of the dissemination has gone through the education and media activities (see above), but approach include public lectures, action website, facebook and twitter account

Dissemination meetings funded by the Action

The Action did not fund any Dissemination Meetings

Other dissemination activities

The Action also undertook the following dissemination activities:

Activity	Frank Esser: Populism and the Media -- The Next Big Topic of Political Communication Research?
Target	Public Lecture at the Centre for Media and Communication Research, Hong Kong Baptist University, 29 November 2017
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	https://www.eventbrite.hk/e/populism-and-the-media-the-next-big-topic-of-political-communication-research-tickets-39602851194#

Activity	Frank Esser: Populist Communication in Europe. COST-Presentation in Theme Session "Global National Populist Movements and Moments" International awareness of the COST Action and the activities members have been participating in.
Target	Academics attending the 67th Annual Conference of the International Communication Association, San Diego, CA, USA, 25-29 May 2017
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	https://convention2.allacademic.com/one/ica/ica17/index.php?program_focus=view_session&selected_session_id=1239318&cmd=online_program_direct_link&sub_action=online_program

Activity	Frank Esser: Populism -- A Big Hit in European Political Communication Research. Presentation at the "Populism, Political Contention, and the Crisis of Democracy Symposium", University of Wisconsin, 2 March 2018.
Target	Academics attending "Populism, Political Contention, and the Crisis of Democracy Symposium" at the University of Wisconsin, 2 March 2018.
Outcome	International awareness of the COST Action and the activities members have been participating in.

Link	http://europe.wisc.edu/events/populism-political-contention-crisis-democracy-symposium/
Activity	Frank Esser: European COST Action on Populist Political Communication – Insights and Outlook.
Target	Academics attending presentation at the Political Communication Center, University of Oslo, 5 March 2018.
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	https://polkom.org/home/2018/3/4/polkom-mandag-med-frank-esser
Activity	Cremonesi, C., G. Bobba, G. Legnante & A. Seddone: Citizens and populism. First evidence on the Italian case from an international experimental research
Target	Academics attending ITANES Workshop “Populism and political behaviour” as well as meeting of Italian Association of Political Communication, Rome 14-16 December 2017
Outcome	International awareness of empirical design and data data collected in the framework of Actions WG3
Link	http://www.itanes.org/wp-content/uploads/2017/10/2.workshopSiena.pdf
Activity	Nayla Fawzi: “Populists online communications in Europe and today’s political messaging”.
Target	Social Media Managers of European Liberals attending Seminar of the European Liberal Forums (ELF) “Standing up to the New Kids on the Blog: Countering Liars & Deniers, Fake News & Trolls”, Berlin, Germany
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	http://www.liberalforum.eu/en/events/reports/2017/stand-up-to-the-new-kids-on-the-blog-countering-liars-and-deniers-fake-news-and-trolls.html
Activity	Nayla Fawzi: Shaping the future – strengthen democracy” Public debate on with German Federal President Frank-Walter Steinmeier and student representatives at U of Munich
Target	Students and faculty members of LMU Munich attending debate organised by the university and the Bundestag, Munich, Germany 26 April 2017
Outcome	International awareness of research on populism and the work of the Action
Link	https://player.cdn.tv1.eu/player/macros/lmu/webcast_260417
Activity	Jörg Matthes: interview on populism and dirty campaigning during the Austrian Parliamentary Elections 2017, Heute.de, October 14.
Target	German speaking citizens and audience watching heute online (leading German news show)
Outcome	Broadcasted interview and knowledge gain for heute online, a leading news show in Germany.
Link	http://advertisingresearch.univie.ac.at/fileadmin/user_upload/p_advertisingresearch/Media/2017/Heute141017.pdf
Activity	Carsten Reinemann and Ana Milojevic: COST Get Together on 7 June 2017 in Brussels
Target	EU and national policy makers, funding organisations, COST governance, and the research community
Outcome	Engagement with key stakeholders and dialogue in an informal atmosphere
Link	https://www.ntnu.edu/documents/922539401/1241163848/COST+Research+BXL+7+June+2017/0acc88fb-3734-4180-afbc-cc4dc08e2001
Activity	Ana Milojevic: Radio talk program “U središtu pažnje/In the middle of attention”

Target	General public and serbian radio audience of current affairs program
Outcome	Rising awareness about populism and COST Action on populist political communication in Europe
Link	http://www.rts.rs/page/radio/sr/story/23/radio-beograd-1/2941970/.html

Activity	International Conference «Media, Democracy and Populism», Faculty of Dramatic Arts, Belgrade, 9-10. November 2017. Funded by the ministry of Education & Science, Serbia
Target	Academics across European countries, but spesifically Great Britain, Croatia and Serbia
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	http://www.populismconference.com/

Activity	Dušan Spasojević: Public Lecture on Populism as a threat for Democracy? in Kosovska Mitrovica
Target	Young politicians, public servants, civil society in Serbia and general TV audience
Outcome	Lecture and TV package increasing local awareness of the COST Action and the activities members have been participating in.
Link	http://radiomitrovicasever.com/2017/11/14/nvo-aktiv-organizuje-debatu-populizam-kao-pretnja-demokratiji/

Activity	Agnieszka Stępińska, 'Talking to the people' – How populist movements are changing political communication and the need for its regulation. ODIHR Expert Roundtable "Toothless Regulators? Political Party Regulation in Times of Growing Populism", OSCE/ODIHR – Warszawa, 4.XI. 2017 r.
Target	Members of the OSCE/ODIHR Democratization Department and the Core Group of Experts on Political Parties
Outcome	Suggestions for the OSCE/ODIHR Office for Democratic Institutions and Human Rights (ODIHR) in Warsaw for the draft a second edition of the joint Guidelines on Political Party Regulation by ODIHR and the Council of Europe's Venice Commission.
Link	https://www.osce.org/odihhr/354661

Activity	Polish website to disseminate results and activity in Cost Action
Target	Academics and general publish in poland interested in topics related to populism and communication
Outcome	Awareness in Poland of the COST Action and related activities members have been participating in.
Link	http://populizm.amu.edu.pl/

Activity	COST Action event at the Prague Populism Conference in 2017
Target	National and international academics and journalists attending the conference in prague
Outcome	Presentation of the Action first book at the conference and increased awareness of COST Action
Link	https://goo.gl/PB4T9E

Activity	Naama Weiss- Yaniv: FU-HUJI workshop: Renationalization, Populism, and Political Communication in East Asia, Europe, and Israel
Target	Academics and scholars from Germany and Israel interested in populist political communication
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	http://truman.huji.ac.il/event/renationalization-populism-and-political-communication-east-asia-europe-and-israel

Activity	Claes de Vreese: Dealing with populism: A challenge for the news media".
Target	General public and Academics in Norway, University of Bergen, 9 February 2018:
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	https://www.youtube.com/watch?v=gg2s9UoQi0s

Activity	Claes de Vreese with policy advice related to Political journalism in a populist age
Target	Presentation for US journalists at Harvard University, USA, 11 Dec. 2017.
Outcome	Stakeholder advice and International awareness of the COST Action and the activities members have been participating in.
Link	https://shorensteincenter.org/political-journalism-populist-age/

Activity	Bente Kalsnes presentation of first findings from interviews with political actors about populism.
Target	Students, Academics and wider public, attending the conference "Populism in Europe and the Nordic countries", arranged by The Swedish Embassy and C-REX - Center for Research on Extremism, University of Oslo.
Outcome	Local and international awareness of the COST Action and the activities members have been participating in.
Link	http://www.voksenaasen.no/arrangement/populism-europa-och-norden/

Activity	Toril Aalberg: Press brief on "Populist political communication in Europe".
Target	European Science Journalists attending the conference Bringing Science Forward, Copenhagen, Denmark 26-30 June 2017. Organized by European Union for Science Journalists'
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	http://www.ecsj2017.com/sessions/populist-political-communication-europe

Activity	Toril Aalberg and Bente Kalsnes: communication, populist politics in Europe
Target	Politicians and Staff working for Norwegian Parliament's constitutional section (Stortinget)
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	https://www.ntnu.edu/documents/922539401/1241163848/Aalberg-Kalsnes+seminar+2017/12ec158d-d7fa-403a-be8d-8aa47354141e

Activity	Carsten Reinemann on "The lying press, populism and conspiracy thinking"
Target	General public and academics attending an public lecture at the U of Hamburg, Germany
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	https://www.wiso.uni-hamburg.de/fachbereich-sowi/ueber-den-fachbereich/fachgebiete/fachgebiet-journalistik/news/aktuelle-meldung-2016-11-302.html

Activity	Carsten Reinemann "Is populism an accusation?" Public debate with Peter Gauweiler (CSU), Oscar Lafontaine (The Left)
Target	Academics, general citizens, and other stakeholders present at the public debate
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	https://www.facebook.com/Prof.Reinemann/posts/1072386566214157

Activity	Toril Aalberg on Populism, hate speech and media – together forever?
Target	Finish and Swedish Science Journalists attending The 3.rd National congress of Science communication: Helsinki, Finland.
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	https://www.ntnu.edu/documents/922539401/1241163848/Stakeholders+meeting+Finland/be86a450-ec5f-4223-8dae-9ebf8051b823

Activity	Toril Aalberg, Anders Jupskas and Bente Kalsnes in public panel debate, organized by Tankesmien Agenda, a Norwegian think tank which contributes to society analysis and policy development
Target	General public, politicians and political journalist attending the public debate
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	https://www.ntnu.edu/documents/922539401/0/Panel+debate+with+Aalberg%2C+Jupskas+and+Kalsnes%2C+30+Aug/b6d1a0e4-3ca0-4909-8bc3-67ed6a071405

Activity	Elena Negrea-Busuioac: Workshop with a panel about populism at National University of Political Studies and Public Administration, Romania.
Target	International and romanian academics and journalists attending the workshop on populism
Outcome	International awareness of the COST Action and the activities members have been participating in.
Link	https://www.ntnu.edu/documents/922539401/1241163848/WorkshopRomania+June+Program/00a70636-30bb-46b4-9681-5df88d58d246

Exploitation activities

The Action undertook the following activities to ensure exploitation (use, in particular in a commercial context) of the Action's achievements:

Activity	Education Package One of the target audiences for the dissemination of the results of the Action are educators and young citizens. Therefore, the Action has produced material to be used in high school curricula, as part of social science classes. Our 'education package' consists of several short videos that offer an accessible and comprehensive introduction to this phenomenon. Additionally, teachers and students may find more in-depth material in the first action book. The book, or individual chapters based on topics or specific countries, may be used as background together with the videos as a basis for discussion in class, or as a high quality source in a school project. Our education package is a voluntary, free-of-charge kit. The package include five videos, where four are short films (less than 90 seconds) which provide insight into (1) populist political communication in Europe, (2) populists as communicators, (3) media and populism and (4) citizens and populism. In a final fifth video these films are merged into a longer video (4 minutes and 30 seconds). All videos include relevant questions that may be discussed in class.
Target	Young Citizens and educators across the world who wants to learn more about populism
Outcome	Increased knowledge and awereness on populist political communication phenomenon among young citizens.

Action Success(es)

The Action's two most significant successes were the following:

- Invitation to the French Senate to present results from the action and engage in discussion with politicians and journalists. The invitation was given by the Senat's Vice-President Françoise Cartron, and was part of our Paris2017 event. For program see <https://www.ntnu.edu/documents/922539401/1221073917/ProgramParis/193483da-c4c5-4c51-880c-67f3375c28e8>. For video: see our youtube channel https://www.youtube.com/watch?v=Aj-LdvfMBzo&index=1&list=PLSD780_FHEL5I5pAOC3qSUavdote79L8Z
- Education Package. The European Commission's science and knowledge service, the Joint Research Centre (JRC), acknowledged our outreach efforts and awarded us with a Video Award. The award ceremony was at an EU conference where several important stakeholders were attending, including European Commissioner for research, science and innovation Carlos Moedas, and the commissioner for Education, Culture, Youth and Sport Tibor Navracsics. The key topics at the EU4FACTS event were how to improve science's connection with citizens and policymaking. <https://www.ntnu.edu/web/populistcommunication/education-package>

Action Expenditure

The table below shows the budget allocated to the Action for each Grant Period:

#	Grant Period	Start Date	End Date	Budget allocated to Action (EUR)
1	CGA-IS1308-1	1-7-2014	30-6-2015	167,000.00 (EUR)
2	CGA-IS1308-2	1-7-2015	30-4-2016	151,427.18 (EUR)
3	AGA-IS1308-3	1-5-2016	30-4-2017	140,999.20 (EUR)
4	AGA-IS1308-4	1-5-2017	6-4-2018	152,999.74 (EUR)