

SHORT TERM SCIENTIFIC MISSION (STSM) – SCIENTIFIC REPORT

The STSM applicant submits this report for approval to the STSM coordinator

Action number: Action IS1308

STSM title: Populism in Europe. Comparing populist messages effects on citizens

STSM start and end date: 22/01/2018 to 03/02/2018

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PURPOSE OF THE STSM

The opportunity to participate in a Short Term Scientific Mission within the framework of *COST Action IS1308 Populist Political Communication in Europe: Comprehending the Challenge of Mediated Political Populism for Democratic Politic* in the Department of Communication at Vienna University has been really important for me in order to facilitate my training on this issue and my integration in the network of the IS1308 COST project.

The aim of this STSM was to work in Vienna in order to have a closer approach to get the clues to compare the populist messages' effects on citizens in Austria and Spain. It was of high importance to me to share knowledge, experiences and challenges related with the experiment carried out by Work Group 3.

OBJECTIVES OF THE STAY

- Share knowledge, experiences and challenges for further investigations on populism and related Political Communication phenomena with members of the Department of Communications in Vienna.
- Facilitate and complete my training on methodological approaches to populism communication.
- Discuss the best ways to measure the phenomenon of populism in European countries using different techniques.
- Maximize and develop my knowledge on methodology with Prof. Matthes and the scholars of Communication Department at Vienna University.

- Share the knowledge obtained with the Spanish team which is involved in the Action IS1308.
- Work in an article comparing the populist messages' effects on citizens in Austria and Spain.
- Work on the possibility to take part in further studies in the field of political communication.

WORK CARRIED OUT DURING THE STSM AND DESCRIPTION OF THE MAIN RESULTS OBTAINED

I spent two weeks in Vienna and during my stay I had the privilege to talk to Prof. Matthes who chairs the division of advertising research and media effects at the Department of Communication, about the best ways to measurement Populism. We also exchanged opinions about the current Spanish politic situation in Catalonia and the further possibilities to conduct new studies related with Political Communication phenomena.

I carried out a literature review regarding populism in order to take the advantage of working with literature and resources that I can't in my home country. Now, I have a deeper knowledge on Austrian political reality. Unfortunately, my two weeks research stay was too short to develop an analysis with the database, but I had the opportunity to collect the maximum of data on Austrian political context. This data will allow me to examine it after my stay in Vienna in order to work with the database created on Qualtrics and compare it with the Spanish data.

The opportunity to learn about research techniques with scholars and other professors who are experts in empirical methods of analysis in Communication at the same Department allowed me to think about the opportunities of using different techniques and approaches to measure populism.

Definitely, I have developed and broadened my knowledge on methodology, statistical and frame analyses through a deeper knowledge developing codebooks and dictionaries for content analyses. Thanks to the team who is working in Vienna, I have a more opened point of view about other techniques such as machine learning and sentiment analysis that could be also applied for measuring specific topics. Consequently, they showed me other possibilities to approach the effects of populist messages on citizens.

During my stay, I assisted to the lecture “A Transfeminist Discourses that Resembles Us?” at *C-3 Centrum für Internationale Entwicklung*, moderated by Shushila Mesquita, a professor at the Gender Research Office of Vienna University, and conducted by Chamindra Weerawardhana, a researcher, political analyst and freelance journalist, specialized in the areas of gender politics (with a special interest in Trans politics and reproductive justice) and the politics of deeply divided societies (with a special interest in global South/s, gender justice, and political parties). So, beyond what I expected, I realized the importance of taking into account gender and transgender issues in the international political context from an academic research point of view beyond the normative gender binary. I found this highly important for further projects and analyses.

To sum up, this Short Term Scientific Mission allowed me: 1) to have a better understanding about statistical analyses and procedures to the next steps that could be beneficial for the project IS1308 COST Action and the cross-national database created by WG3 in Qualtrics. The final goal of this research stay is to share the knowledge obtained with the Spanish team and to prepare an article comparing populism in Spain and Austria; and 2) the possibility to take part in further H2020 studies related with populism and in the field of political communication by my integration in the network of the IS1308 COST project.