



EUReACT

REpresentation in the EU: ACTing Multilevel Democracy



Co-funded by the
Erasmus+ Programme
of the European Union

Representation through the social media: multilevel democracy *via* Twitter and Facebook

TUTORIAL SEMINAR

(Francesco Olmastroni & Sabrina Cavatorto)

Presidio Mattioli – Siena
Introductory Meeting 24 March h 10-12

Purposes: “*going public in the EU*”

- Describe **political debates** about Europe
- Focusing on WHO & WHAT, i.e. **actors & policy-issues**
- What about **crises**?...
- Formulate ideas about **the democracy-politicization nexus** (*explorative perspective*)
- Investigate the role of **new media**
- ...

Mapping multilevel political debates

- **Our “sample”**
 - WHO:
Supranational: EU institutions, Presidents of EU institutions, Presidents/Chairmen of EP party groups
National: Leaders of government and opposition
 - WHAT: EU-related issues (particular attention to immigration, security and EU cohesion – Grexit/Brexit)
 - TIME: January 2015 – May 2016
- **How to deal with the field of analysis**
 - [Twitter feeds](#)
(an example about main EU issues on the Twittersphere [here](#))
 - Facebook posts (?)

Sample (EU) – Official profiles

	Institutional	Presidents	Key roles
European Parliament	@Europarl_EN	Martin Schulz	Chairmen/Presidents of Political Groups: M. Weber (EPP), G. Pittella (S&D), S. Kamall (ECR), G. Verhofstadt (ALDE), G. Zimmer (GUE/NGL), P. Lamberts & R. Harms (GREENS), D. Borrelli & N. Farage (EFD), M. Le Pen & M. de Graaff (ENF)
European Commission	@EU_Commission	Jean-Claude Juncker	Relevant Commissioners <i>Security and Foreign Affairs: Mogherini</i> <i>Immigration: Avramopoulos</i> <i>Economic Affairs: Vestager, Bieńkowska, Hill, Moscovici, Dombrovskis</i>
EU Council	@EUCouncil	Donald Tusk	
European Central Bank	@ecb	Mario Draghi	

Sample (Member States) - Official

	Leader of the government	Leaders of the opposition
Austria	Werner Faymann (SPÖ)	
Belgium	Charles Michel (MR)	
France	François Hollande (PS)	
Germany	Angela Merkel (CDU)	
Greece	Alexis Tsipras (ΣΥ.ΡΙΖ.Α.)	
Ireland	Enda Kenny (FG)	
Italy	Matteo Renzi (PD)	
Malta	Joseph Muscat (PL)	
Netherlands	Mark Rutte (VVD)	
Portugal	António Costa (PS)	
Spain	Mariano Rajoy Brey (PP)	
United Kingdom	David Cameron (Con)	
??		

Next steps

- Search your leader on Twitter and Facebook
- Verify whether he/she has an official profile
- Verify the amount of tweets/posts produced since January 2015
- Main analytics: preliminary ideas about key issues (immigration, security, EU cohesion... *does something else emerge?..*)

January 2015 – May 2016



Learning outcomes include

- Experience of public discourse about Europe in real-time.
- Awareness about the multifaceted and complex dynamics of political discourse in a multilevel scenario.
- Skills about data collection from the new media.
- Interactive problem solving sessions in small groups.

We trust in your ACTIVE participation!

- Next meetings in April:
7 April & 22 April h 10-12

For any further details, contact: eureact@unisi.it

Sample (EU ACTORS)

	Institutional	Presidents	Key roles
European Parliament	1 student		3 students
European Commission	1 student		3 students
EU Council	1 student		
European Central Bank	1 student		

Sample (Member States' ACTORS)

	Leader of the government + 1 leader of the opposition	2/3 leaders of the opposition
Austria	1 student	1 student
Belgium	1 student	1 student
France	1 student	1 student
Germany	1 student	1 student
Greece	1 student	1 student
Ireland	1 student	1 student
Italy	1 student	1 student
Malta	1 student	1 student
Netherlands	1 student	1 student
Portugal	1 student	1 student
Spain	1 student	1 student
United Kingdom	1 student	1 student
??		