JUNIOR PROFESSUR FOR MARKETING & MARKETING ANALYTICS

SEMINAR MARKETING

Social Media and Political Marketing:

Will Democracy Survive the Internet?

WINTER SEMESTER 2019/2020

(Please note that this document may be subject to change according to the instructor's preferences)

With the rapid development of social media technologies, a new era in individual political will-formation as well as public deliberation evolved. Whereas early research on how the internet changed modern societies and political participation did not stop to paint a colorful picture calling the Internet a true liberation technology, this enthusiasm remarkably decreased with the *Journal of Democracy* now asking if democracy can and will survive the online age.

Filter bubbles, hate speech, fake information and hidden campaigning are amongst the key suspects driving populism, radical partisanship and extremism. Whereas anxiety, uncertainty and insecurity within societies increased in the aftermath of the Brexit referendum and the 2016 U.S. presidential elections, insights into how social media and online campaigning with all its facets affect voting behavior are at best underdeveloped. Recent events such as e.g. the Rezo Youtube video case in the wake of the 2019 European elections and the reactions from Germany's leading conservative party to this incident once more underline that policy makers need a better understanding of how the Internet and social media affect political will-formation, opinion making and public debate.

Learning objectives

Main objective of this seminar is to improve your *empirical skills*. Moreover, you train your *communication* and *presentation* skills.

After participating in this seminar, you are able to develop your own research project and to address the following aspects:

- How to define key variables and to choose suitable data gathering methods?

- How to select the best-fitting analytical method to gain actionable insights for all the stakeholders involved?

Seminar Examination

The seminar consists of two mandatory parts:

- Written part: Written research report (50 % of the final grade, 24 pages, either evaluated as overall group performance or individual partial performances)

- Oral part: Presentation of research project (30 minutes) and discussion (15 minutes) as well as active participation in discussions (50 % of the final grade)

Schedule:

What	When	Where
Kick-Off Meeting	Monday, October 28th 2019, 10am - 1pm	MCM Room 006
Selection of Topics (until)	Tuesday, October 29th 2019, 1pm	via LearnWeb
Appointment 1 with instructor (60 minutes)	Tba	MCM or Skype
Appointment 2 with instructor (60 minutes)	Tba	MCM or Skype
Submission of final research report	Tuesday, January 7th 2020, 1pm	via email to course coordinator
Submission of final project presentations	Thursday, January 16th 2020, 1pm	via email to course coordinator
Presentations of research projects	Friday, January 17th 2020 and Saturday, January 18th 2020	Fr.: Georgskommende 14, G209 Sat.: Krummer Timpen 5, ULB101