



**H.F.R.I.**  
Hellenic Foundation for  
Research & Innovation

**Description of the funded research project**  
**1st Call for H.F.R.I. Research Projects to Support Faculty**  
**Members & Researchers and Procure High-Value**  
**Research Equipment**

**Technical Specifications**

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**Title of the research project:**  
Innovative methods and high-quality data for populism and Euroscepticism research

**Principal Investigator:** Ioannis Andreadis

**Reader-friendly title:** DataPopEU

**Scientific Area:** Social Sciences

**Institution and Country:** Aristotle University of Thessaloniki, Greece

**Host Institution:** Aristotle University of Thessaloniki

**Collaborating Institution(s):** -

**Project webpage  
(if applicable):** [www.datapopeu.gr](http://www.datapopeu.gr)



**Budget:** 146032€

**Duration:** 24 months

The aim of DataPopEU is to develop novel methods to collect, process and analyze internet and big volume data of high quality to investigate populism and Euroscepticism. Data used by the research project are generated by 4 different sources: web-surveys, social media, printed press and the Compass for populism and Euroscepticism (PopEUCompass). Thus, there is a great variety of tools and techniques used to mine, process and analyze the data. Combining high-quality survey data with social media and printed press data we aim towards a multilevel analysis of populism and Euroscepticism. These techniques ensure the high quality of data and allow harmonization when it is needed.

This project also aims at sharing part of its data with academic community and the knowledge produced with the citizens. The information derived from this vast amount of data will be diffused to citizens through PopEUCompass. Greek voters by answering the PopEUCompass questionnaire will be able to find out where they stand on the dimensions of (left or right) populism and (left or right) euroscepticism. In addition, they will be able to compare their position with the position of the Greek political parties on the same issues and on the same dimensions. The Compass will generate additional data through the answers of the citizens to the questions of the Compass to further study and understand these political phenomena.

***Please describe in short (max. 300 words) your funded research project.***

***Notice: Please do not provide confidential information about your project, since the synopsis will be published in HFRI website.***

DataPopEU's scientific originality is about high quality data generated by different sources such as web-surveys, social media, printed press and Compass for populism and Euroscepticism (PopEUCompass). These different sources allow a multilevel analysis of the political phenomena on study.

In this project, we intend to use innovative ways to collect top quality data while contributing to the sparse knowledge on optimal questionnaire length and optimal interval time between sub-questionnaires, at which the data quality of the survey is maximized. We combine a significant variety of response quality indicators to investigate all the different aspects of satisficing behavior. This permits us to create an innovative multidimensional model to measure response quality that will help us define the criteria to identify respondents with indications of an overall satisficing behavior. This way, apart from producing data of higher quality in our datasets, we can contribute to the scientific knowledge with respect to satisficing and response quality, providing more evidence on how response quality indicators interact with each other.

In order to maximize the quality of information, we will combine all our dataset. Using a set of common questions for measuring populism and Euroscepticism, we study important political phenomena like elite-voter congruence. In addition, since we have already collected data for 2015, we study populism and euroscepticism in a comparative perspective, emphasizing possible differences between 2015 and 2019 and we examine the evolution of populism and euroscepticism for elites and voters. We are also going to supplement survey data (CCS) with social media data (Twitter and Facebook) in order to maximize the quality of both datasets. In general, the harmonization of our datasets and all our data related tasks (cleaning, harmonization, analysis, modeling) permit us to interact with a unified source of information that will cover all aspects of the phenomena under study.

***Please describe in short (max. 300 words) the scientific originality of your research project.***

**Scientific impact:** Investigating best practices to maximize data quality via different web experiments with respect to splitting a long questionnaire into shorter parts, exploring the optimal survey length and the optimal duration of the breaks between the sub-questionnaires, and applying data cleaning methods relying on response quality indicators, this project will contribute to the community of web survey practitioners, providing evidence and knowledge on maximized response rate and response quality rate and response quality. In addition, we plan to demonstrate that social media data can either supplement or even substitute some web survey data. That implies that questionnaire length in some cases may be reduced. Finally, the proposed project promotes the combined use of social media data, online questionnaire data and printed data to build knowledge about the attitudes and opinions of social and political actors on major issues like populism and euroscepticism. A series of scientific papers will allow a deep understanding of these phenomena and their evolution through time.

**Social impact:** High quality data and big data permits access to a vast amount of information which allows the comprehensive mapping of the particular discursive forms populism and euroscepticism take, inclusive of operational typologies of populist and euroscepticist discourses. Organized in an open access digital handbook, these will potentially refashion future debates on sovereignty and democracy and furnish stakeholders with a more accurate view of the issues at hand to benefit mutual trust. Project dissemination will decrease the widening gap between the academic field and wider publics. This project aims at diffusing information to citizens with zero-cost. When voters are well informed about party positions in a broad set of policies, they can choose rationally i.e. the party or the candidate whose stances fit better their own.

***Please describe in short (max. 300 words) the expected results (TRL included, if available) and the scientific, social and/or artistic impact of your research project.***

H.F.R.I. allows the research team members to conduct their research for DataPopEU without distractions. It is worth mentioning that H.F.R.I. funding contributed significantly to the implementation of two very important national election surveys of 2019: the Greek candidate survey and the voter survey. Specifically, regarding the voter survey which was addressed to citizens all over the country, it was conducted via text messages to mobile phones (SMS) including a link of the web survey. H.F.R.I. funding covered these expenses, facilitating the data collection process, and increasing the credibility of the surveys.

Furthermore, the analysis of printed press articles to study populism and Euroscepticism was enabled.

In addition, the members of the research team have been able to participate in international conferences where they could present the findings of the project, exchange views and ideas and receive valuable feedback, enhancing the visibility of the research project and contributing to the promotion of scientific dialogue.

***Please describe in short (max. 150 words) what the H.F.R.I. funding of your research project means to you.***



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