Full-Time Studies   Semester 1, 2
WINTER SCHOOL

Module 5 European Studies through Digital Political Science

Practical workshop No. 2

Topic 2: Digital Campaigns and European Political Movements

Part 1: The Role of Digital Campaigning in European Politics

1. **The Evolution of Digital Political Campaigning in the EU**
   o How **social media and digital platforms** have transformed political engagement.
   o The shift from **traditional media to targeted digital outreach** in elections.
2. **Key Digital Strategies Used in Political Campaigns**
   o **Social media microtargeting** for voter mobilization.
   o The use of **data analytics and AI-driven voter behavior predictions**.
   o **Influencer partnerships and grassroots digital activism**.
3. **Major Digital Political Movements in Europe**
   o Case studies of **#FridaysForFuture, the Catalan independence movement, Brexit campaigns**.
   o How digital platforms **mobilize protests and shape political discourse**.
4. **Challenges in Digital Political Campaigning**
   o **Misinformation, deepfakes, and algorithmic biases** in digital political discourse.
   o The ethical implications of **data-driven political microtargeting**.
   o **Regulating online political advertising** to ensure transparency and fairness.

Part 2: Regulation, Ethics, and the Future of Digital Political Movements

1. **EU Regulations on Digital Political Campaigning**
   o **The Digital Services Act (DSA) and Political Advertising Regulation**.
   o GDPR and its impact on **campaign data collection and voter privacy**.
   o How the EU **monitors foreign interference in digital elections**.
2. **Digital Activism vs. Government Regulation**
   o Balancing **online political freedom with regulation**.
   o How **AI and automated moderation** affect political speech on social media.
   o The rise of **civic tech platforms for citizen engagement and transparency**.
3. **The Role of AI and Big Data in the Future of Digital Political Movements**
   o AI-driven **sentiment analysis and predictive political trends**.
   o **Blockchain for election integrity and digital voting**.
   o How **virtual reality (VR) and Metaverse spaces** may reshape political engagement.
4. **The Future of Digital Political Campaigns in the EU**
   o The impact of **generative AI in political communication and misinformation**.
   o Strengthening **fact-checking initiatives and digital literacy programs**.
   o Enhancing **cross-border cooperation for regulating digital political ads**.