

Module 5 European Studies through Digital Political Science

Lecture Plan No. 1

Topic 1: Digital Campaigning and Political Communication in the EU

1. General Information

- **Duration:** 90 minutes
 - **Format:** Lecture + Case Study Analysis + Practical Workshop
 - **Target Audience:** Higher Education students, political science researchers, policymakers, communication specialists
 - **Required Materials:** Social media data, campaign analytics, presentation slides, case study materials
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2. Learning Objectives

By the end of the session, participants will be able to:

- Understand the role of digital campaigning in EU political communication.
 - Analyze strategies used in digital political campaigns.
 - Evaluate the impact of digital tools on voter engagement and democracy.
 - Discuss ethical concerns surrounding digital political communication.
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3. Lecture Structure

Part 1: Introduction to Digital Political Campaigning (20 min)

- Evolution of political campaigning in the digital era
- Key actors in EU digital political communication
- Regulatory framework for digital campaigns in the EU

Part 2: Strategies and Tools for Digital Political Campaigning (30 min)

- Social media platforms and their role in political engagement
- Data-driven targeting and political advertising
- The use of AI in political campaigns
- Case study: Analysis of a recent EU election campaign

Part 3: Challenges and Ethical Considerations (20 min)

- Disinformation, misinformation, and fact-checking



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- Privacy concerns and data protection in digital campaigns
- The role of regulatory bodies in monitoring political communication
- Case study: The Cambridge Analytica scandal and its implications for EU policies

Part 4: Workshop & Group Discussion (20 min)

- Hands-on activity: Analyzing real-world political ads and social media strategies
- Group discussion on the future of digital political campaigns in the EU
- Policy recommendations for improving transparency in digital political communication

4. Assessment & Follow-up Activities

- **Campaign Analysis Assignment:** Students analyze a political digital campaign and present their findings.
- **Ethical Debate:** Discussion on the ethical limits of data-driven political communication.
- **Recommended Reading & Resources:**
 - European Parliament Reports on Political Advertising and Digital Influence.
 - Social Media and Political Campaigning in the EU.
 - Case studies on the impact of AI in political communication.
 - EU Digital Services Act and its role in regulating political ads.

5. Conclusion

This session provides participants with an in-depth understanding of digital political campaigning, analyzing its impact, ethical concerns, and future directions in EU governance.

