

Module 5 European Studies through Digital Political Science

Lecture Plan No. 1

Topic 1: The Role of Social Media and Digital Platforms in EU Political Campaigns

Part 1: Digital Strategies and Tools in EU Political Campaigns

1. **The Rise of Social Media in EU Political Communication**
 - How platforms like **Facebook, Twitter, TikTok, Instagram, and YouTube** shape modern election campaigns.
 - The use of **targeted digital ads, live streaming, and direct voter interaction**.
 2. **Political Microtargeting and Data-Driven Campaigning**
 - How **AI and big data analytics** help political parties reach specific voter groups.
 - The role of **psychographic profiling and algorithm-driven content** in elections.
 3. **The European Parliament Elections and Digital Outreach**
 - Case studies of past **European Parliament election campaigns (2019, upcoming 2024)**.
 - The role of **hashtag campaigns and viral movements** in mobilizing voters.
 4. **Challenges of Engaging Young and Disengaged Voters**
 - How social media helps **increase youth political participation**.
 - The effectiveness of **memes, influencer partnerships, and gamification** in political outreach.
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Part 2: The Impact, Risks, and Future of Digital Campaigning in the EU

1. **The Influence of Social Media on Political Polarization**
 - The **echo chamber effect** and how algorithms reinforce political biases.
 - The impact of **fake news and deepfakes** on public opinion.
2. **Regulating Digital Campaigning: The EU's Legal Framework**
 - The **Digital Services Act (DSA)** and its role in curbing misinformation and hate speech.
 - Transparency rules for **political advertising and social media platforms**.
3. **Case Studies of Digital Campaign Successes and Failures**
 - How **Brexit campaigns, the French presidential elections, and European Parliament elections** used digital strategies.
 - The consequences of **failed social media tactics or controversial campaigns**.
4. **The Future of Political Communication in the EU**
 - The impact of **AI-generated content, chatbots, and virtual campaign assistants**.
 - How emerging platforms (**Metaverse, VR town halls**) may change digital campaigning.

