Full-Time Studies   Semester 1, 2
WINTER SCHOOL

Module 5 European Studies through Digital Political Science

Practical workshop No. 4

Topic 4: Analysis of EU Referendums Through Digital Data

Part 1: The Role of Digital Data in Understanding EU Referendums

1. **The Importance of Referendums in EU Governance**
   o How referendums shape **EU membership, policy decisions, and treaty ratifications**.
   o Key historical examples: **Brexit (2016), Irish Lisbon Treaty Referendum (2008, 2009), Dutch EU Constitution Referendum (2005)**.
2. **Digital Data Sources for Analyzing EU Referendums**
   o **Social media sentiment analysis**: Tracking voter opinions through Twitter, Facebook, and Reddit.
   o **Big data from search engines and online forums**: Analyzing public interest in key referendum topics.
   o **Election databases and polling analytics**: Real-time voter behavior tracking.
3. **How AI and Machine Learning Enhance Referendum Analysis**
   o **Predictive models** for referendum outcomes based on digital engagement trends.
   o **Natural language processing (NLP)** for real-time discourse analysis.
   o **Machine learning-based voter segmentation** for campaign targeting.
4. **Challenges in Digital Data Analysis of Referendums**
   o **Bias in data collection** and misinterpretation of online trends.
   o **Misinformation and deepfake content** influencing public opinion.
   o **Ethical concerns and GDPR compliance** in referendum-related digital data.

Part 2: Digital Data in Post-Referendum Analysis and Political Impact

1. **Tracking Public Reactions After Referendums**
   o **Social media post-referendum discussions**: Identifying shifts in public sentiment.
   o **Economic and policy trend analysis**: Using big data to assess referendum consequences.
2. **The Role of Data Visualization in Communicating Referendum Outcomes**
   o **Interactive maps and dashboards** for visualizing voter turnout and regional differences.
   o **Infographics for policy impact summaries** based on referendum results.
3. **Case Studies: Digital Data in Major EU Referendums**
   o **Brexit and digital campaign analysis**: How data-driven political ads influenced voter choices.
   o **Scottish Independence Referendum (2014)**: Digital campaigning and voter engagement.
   o **Catalan Independence Referendum (2017)**: Social media-driven mobilization and its impact.
4. **The Future of Digital Referendum Analysis in the EU**
   o **Expanding AI-driven forecasting models** for referendum outcomes.
   o **Improving misinformation detection in digital referendum campaigns**.
   o **Strengthening transparency in political advertising and digital democracy**.