Full-Time Studies   **Semester 1, 2**
WINTER SCHOOL

Module 5 European Studies through Digital Political Science

Practical workshop No. 5

Topic 5: Social Media Monitoring in European Political Science

Part 1: The Role of Social Media in European Political Analysis

1. **The Growing Influence of Social Media in EU Politics**
   o How **Twitter, Facebook, TikTok, YouTube, and Reddit** shape political discourse.
   o The role of **digital activism, viral campaigns, and online petitions** in policymaking.
2. **Social Media as a Data Source for Political Research**
   o **Sentiment analysis**: Tracking public opinion on EU policies, elections, and leaders.
   o **Hashtag trends and network mapping**: Analyzing political movements and digital protests.
   o **Social media engagement metrics**: Evaluating the reach of political parties and EU institutions.
3. **AI and Big Data in Social Media Monitoring**
   o **Machine learning models** for political trend predictions.
   o **NLP (Natural Language Processing)** to detect fake news, misinformation, and disinformation campaigns.
   o **Automated social listening tools** (e.g., Brandwatch, Meltwater, Crimson Hexagon) used in political analysis.
4. **Challenges in Using Social Media for Political Science Research**
   o **Bias in algorithm-driven content exposure**.
   o **Data privacy and ethical concerns** under GDPR regulations.
   o **Manipulation risks** (e.g., bot activity, deepfake videos, and coordinated disinformation).

Part 2: Applications and Future Trends in Social Media Monitoring for Political Science

1. **Social Media Monitoring in EU Elections and Referendums**
   o How digital tracking helped analyze **voter behavior in Brexit and EU Parliament elections**.
   o **Real-time polling analysis vs. social media sentiment tracking**.
   o The impact of **political ad transparency rules** on digital campaigns.
2. **Combating Misinformation and Fake News in European Politics**
   o The role of **fact-checking initiatives (e.g., EUvsDisinfo, FactCheckEU)**.
   o **AI-powered misinformation detection models** used by EU institutions.
   o The effectiveness of **platform regulations under the Digital Services Act (DSA)**.
3. **Social Media as a Tool for Political Mobilization**
   o **Grassroots movements and digital protests** (e.g., Fridays for Future, Catalan independence protests).
   o **The role of influencers and digital political endorsements**.
   o How EU institutions use social media for **public engagement and policymaking transparency**.
4. **The Future of Social Media Monitoring in European Political Science**
   o **AI-powered predictive analytics** for political crisis management.

- Blockchain-based verification systems to prevent deepfake political propaganda.
- The Metaverse and Virtual Political Debates: How emerging technologies will redefine digital political engagement.