WP9: Public Opinion Survey

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JOHANNES GUTENBERG UNIVERSITÄT MAINZ

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Agenda

- Who is WP9?

- Research Goals

- Methods

- Links to other WPs

- Schedule

- Q & A

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Who is WP 9?

- **Christian Schemer and Christine Meltzer (JGUM-Johannes Gutenberg University of Mainz)**
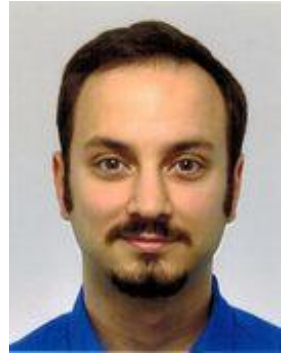
- **Jesper Strömbäck and Nora Theorin (UGOT-University of Gothenburg)**

- **Hajo Boomgaarden and Jakob Eberl (UNIVIE-University of Vienna)**

- **Olivier Parnet (TNS-TNS Opinion SA, Belgium)**

What drives public concerns or controversies over intra-EU mobility in Europe?

- Understand to what extent discourses of EU mobility welfare impact affect public perceptions of welfare impact and attitudes towards EU mobility

- Assess the importance of migrants' EU or non-EU origins in conditioning the impact of discourses about the socio-economic impacts of mobility

- Understand how receptiveness to different discourses depends on individuals' socio-economic profile, political preferences and ideology

- Assess the extent to which narrative/story-telling elements rather than statistical/data-driven elements influence perceptions about EU migrants' impact on welfare

→ Focus on discourse in the media and its effects on public opinion
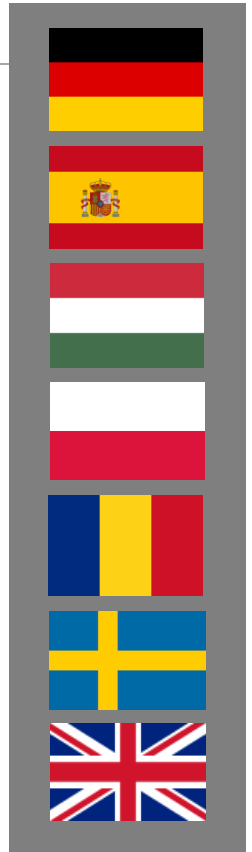
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Quantitative approach in seven Countries (DE, ES, HU, PL, RO, SE, UK)

Public opinion survey (Panel)

- cross-national analysis of the dynamics of attitudes and opinions on EU-mobility
- linking SES to attitudes and opinions
- linking political identification, ideology etc. to views on intra-EU mobility
- Linking media discourses identified in the project with attitudes and opinions
- analysis of the dynamics over time (3 panel waves)

Experiment

- Tests how evidence and discourses in the media identified during the project (e.g., WP8) affect respondents' views on intra-EU mobility
- Assess causality of media effects and conditions of media effects
- For instance: source of communication, language, narratives, labels, statistics, presentation or origin of social groups...

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Quantitative approach in seven Countries (DE, ES, HU, PL, RO, SE, UK)

Public opinion survey (Panel)

- Online
- Representative Sample
- Population: 18+
- 3 measurement occasions within 1 year (approx. 4-5 month in between)
- N = 800 per country in the 3rd panel wave

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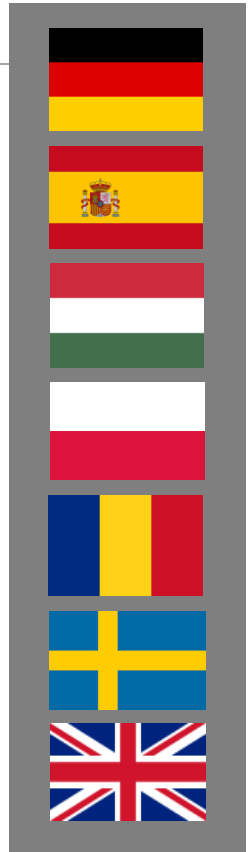
Quantitative approach in seven Countries (DE, ES, HU, PL, RO, SE, UK)

Attitudes and Perceptions

- Attitudes toward free movement and migration
- Attitudes toward moving minorities in one's own country
- Perceptions of groups (of EU and non-EU origin) who benefit from mobility
- Perceptions of benefits and disadvantages of different forms of EU-mobility
- Perceived threats (personal and societal; material, cultural/symbolic) and emotions
- Explicit vs. implicit

Knowledge

- Knowledge about the EU
- Knowledge about free-movement issues

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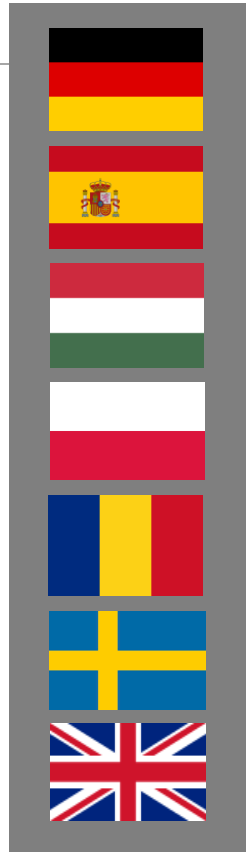
Quantitative approach in seven Countries (DE, ES, HU, PL, RO, SE, UK)

Personal information and identity

- Demographic background, e.g., SES, ethnicity,
- Personal mobility experience (direct and indirect)
  - Direct: Reasons for personal mobility (presence, past)
  - Indirect: Perceptions of mobility of others

- General political orientation, party preference
- EU vs. national vs. regional identity
- Media use (offline and online) to allow combination of media content and survey data for a media effects analysis

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Quantitative approach in seven Countries (DE, ES, HU, PL, RO, SE, UK)

Experiment

- Within an online survey which is independent of the panel survey
- Representative Sample
- Population: 18+
- *N* = 600 per country

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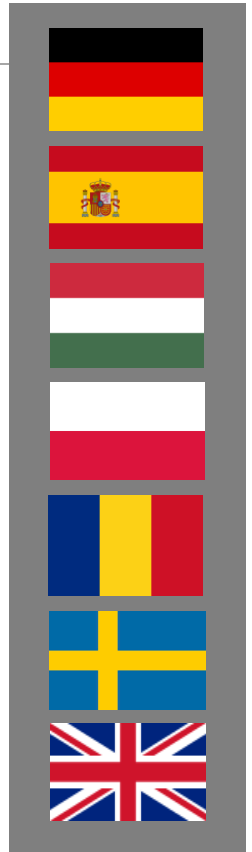
Quantitative approach in seven Countries (DE, ES, HU, PL, RO, SE, UK)

Experimental Manipulation / Measurement

Impact of …

- narratives (e.g., anecdotal evidence vs. statistical evidence)
- sources of communication (e.g. credible vs. non-credible; online vs. offline; layman vs. expert; personally affected vs. not affected by intra-EU mobility)
- presentation of groups (e.g. EU citizens vs. third country nationals; „old" vs. „new" member states)
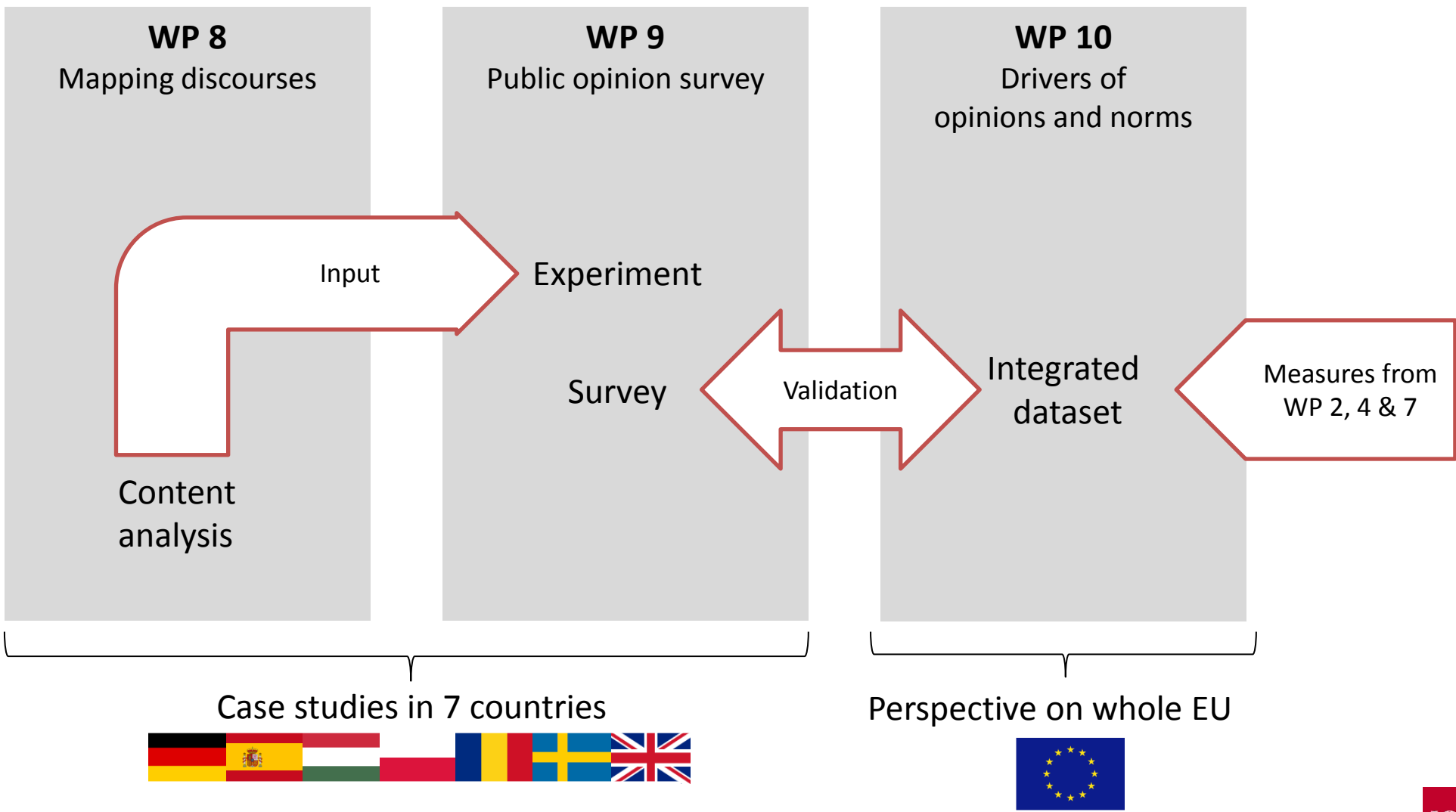
…. on public perception of EU-mobility

→ **Depending on discourses identified in WP 8**
→ **Validation of media effects analysis based on the panel survey**

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Links to other WPs

Language, arguments and information sources identified in WP 8 will be used as basis for realistic experimental treatments

Key public opinion measures of the dataset from WP 10 will be integrated in the first panel wave

WP 8
Mapping discourses

WP 9
Public opinion survey

WP 10
Drivers of opinions and norms

Input → Experiment

Content analysis

Survey ← Validation → Integrated dataset ← Measures from WP 2, 4 & 7

Case studies in 7 countries

Perspective on whole EU

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Schedule

2017

Deliverables

March Literature review: communication effects on the area of migration & mobility

2018

January Journal article: On geographic differences in mobility welfare impact perceptions and mobility attitudes

October Journal article: Welfare discourse impacts

2019

April Journal article: Recipient characteristics moderating welfare impact discourse effects

August Journal article: Survey experiment results

October Main report & public release

Study

November Wave 1

April Wave 2

September Wave 3

Experiment(s)

Q & A

- …

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Open Questions and Challenges

- Is it possible for survey respondents to distinguish between intra-EU mobility and immigration into the EU?
  - how do we ensure quality of the data?

- Some of the countries in the sample are receiving more immigrants than sending; others are rather sending migrants than receiving immigrants
  - Can respondents of these two types receive the same questions?

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