
EU populism and online social media horizons

Cristina Strango^{*†1,2}, Mihai Mutascu^{3,4,5}, and Camelia Turcu⁵

¹LEO, University of Orléans – University of Orléans, CNRS, LEO, FRE 2014, – France

²West University of Timisoara – Romania

³Zeppelin University Friedrichshafen – Germany

⁴West University of Timisoara – Romania

⁵LEO, University of Orléans – University of Orléans, CNRS, LEO, FRE 2014, – France

Abstract

This study examines how the social media (e.g. Facebook, Twitter, Instagram, and LinkedIn) influences the vote share of populist parties, left-wing and right-wing populist vote shares, in Europe. We use the Generalized Method of Moments (GMM)-system estimations and analyze the European Union 27 (EU-27) member states over the period 2014-2020. We distinguish between clearly oriented political communication and general communication of political parties through social media. The main results show that populist political oriented communication through Facebook, Twitter, Instagram, and LinkedIn boosts the populist votes for both left and right-wing parties, while the general use of social media by political parties presents a contrary effect.

^{*}Speaker

[†]Corresponding author: cristina.strango@etu.univ-orleans.fr