



LISTEN TO EUROPE

REACHING BEYOND OUR BASE AUDIENCE

APPLYING THE DATA: CZECH REPUBLIC



European
Movement
International

METHODOLOGY & OBJECTIVES



GENERAL OBJECTIVE: Provide tools and insights to pro-democratic actors on how to effectively identify a persuadable audience, and develop effective message and communications that bring more people into the conversation.

MEANS OF ACTION: Build targeted and innovative campaigns based on data and identified narratives pertaining to democracy, participation, and the EU.

METHOD:

- *7 national media analysis* (70 000 Facebook posts analysed) identifying issues, conversations, and narratives in a specific national context.
- *Survey* conducted during summer 2021 on 5500 people 18 years of age and older in 6 countries, on the drivers of the behaviour and attitudes of citizens.
- Using that data to identify the *segmentation* of our target populations to build effective communications campaigns.



CZECHIA

STRATEGIC SURVEY ANALYSIS

UNDERSTAND WHAT PEOPLE ARE THINKING.

HOW THEY SEE THE WORLD.

HOW THEY FEEL & ANY CHANGES IN

THEIR ATTITUDES.



**WHAT % OF CITIZENS
IN **CZECHIA** ALWAYS
SUPPORT DEMOCRACY?**

DEFINING A CONSISTENT SUPPORTER OF DEMOCRACY

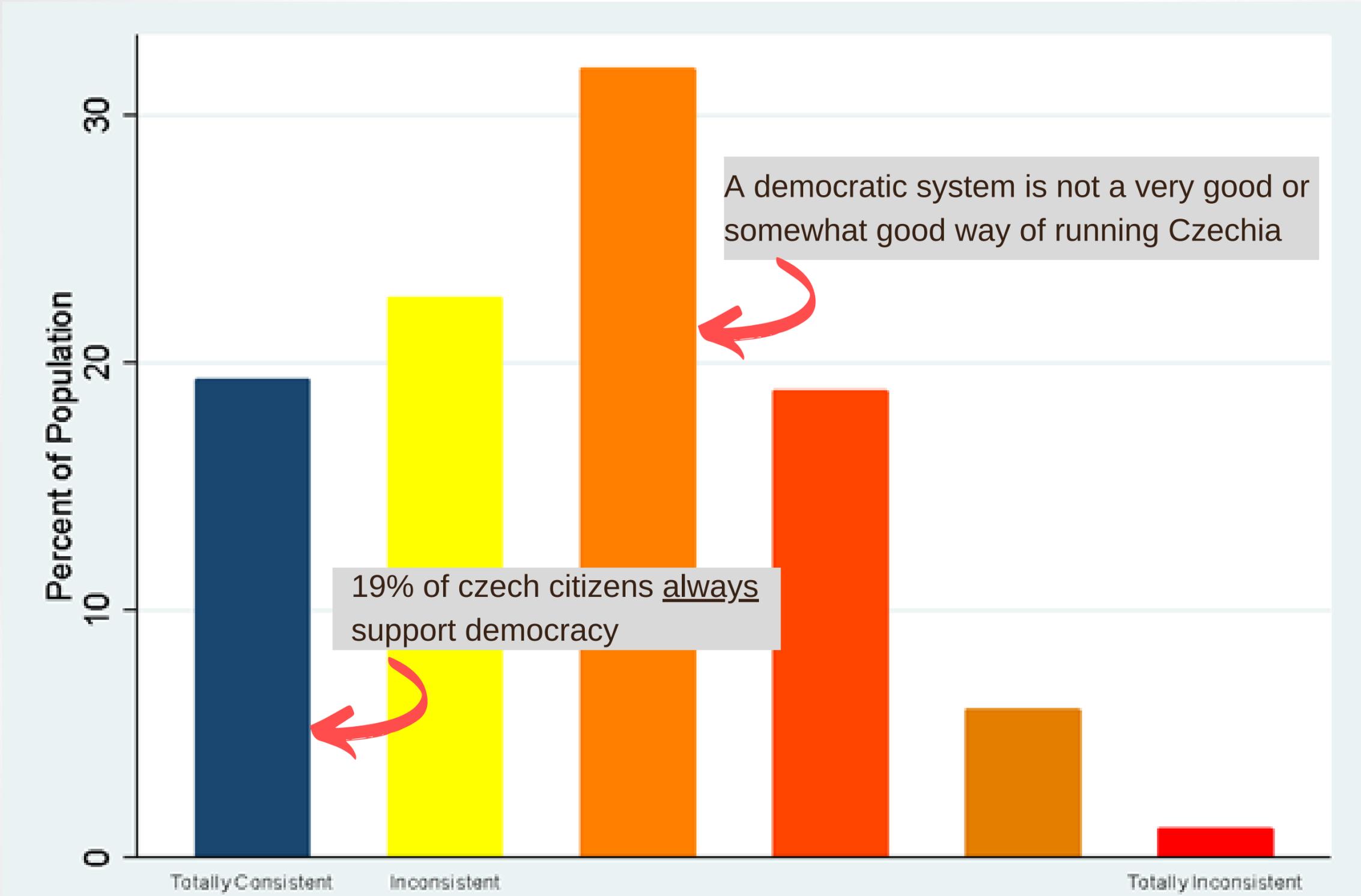
FOUR QUESTIONS: YES OR NO?

1. A democratic political system is a ***very good*** or ***fairly good*** way of governing my country?
2. Democracy is preferable to any other kind of government?
3. Army rule is a ***bad*** or ***very bad*** way of governing my country?
4. Having a strong leader who does not have to bother with parliament or elections is a ***bad*** or ***very bad*** way of governing my country?

✓ IF SAID **YES** TO ALL FOUR QUESTIONS, YOU ARE A:

**CONSISTENT SUPPORTER
OF DEMOCRACY**

SUPPORT FOR DEMOCRACY

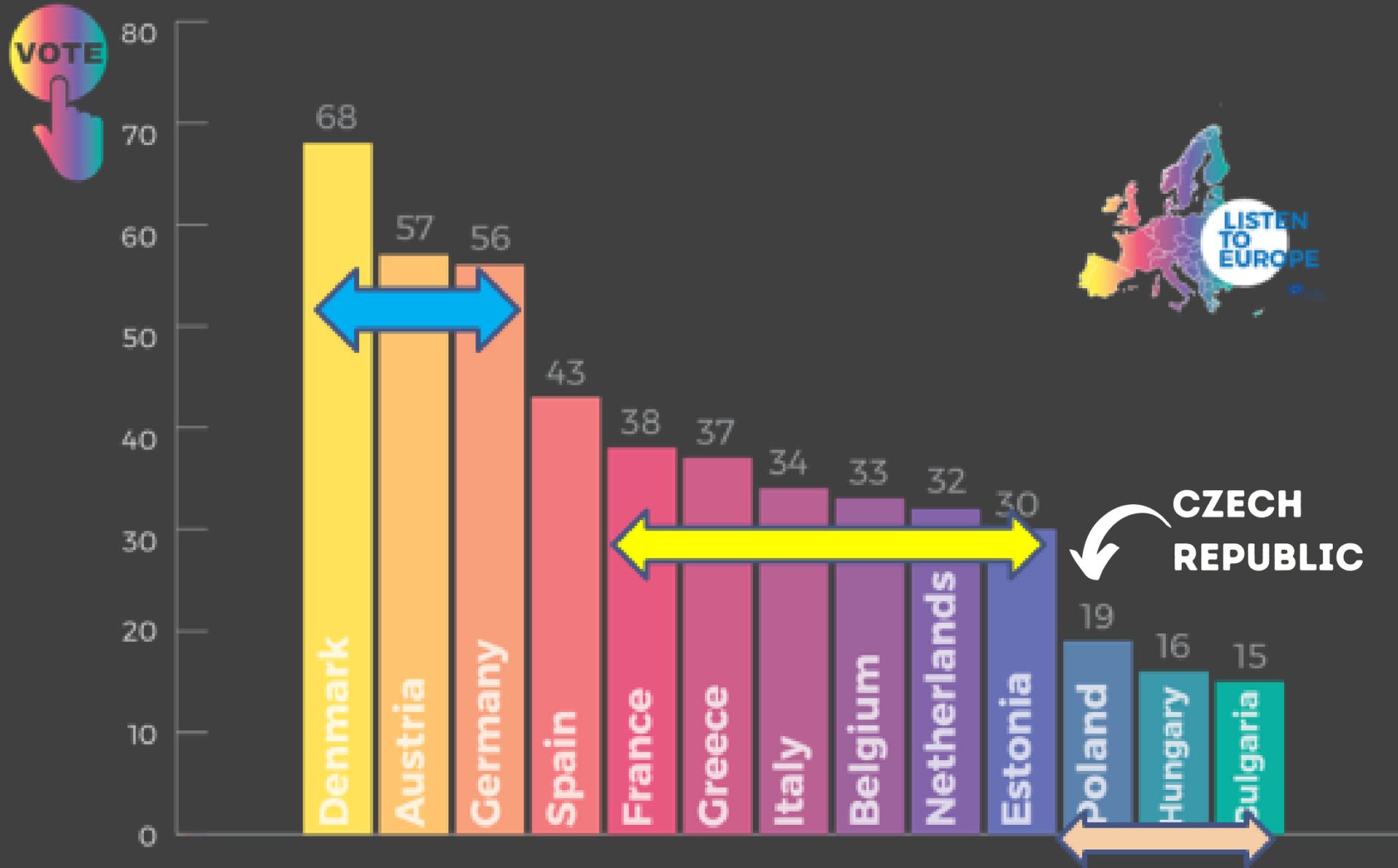


COMPARATIVE: 2019 DATA



DEMOCRACY

The percentage of people who always support democracy.



This measurement is based on five questions that ask about democratic governance and institutions. The reported percentage represents people who gave pro-democracy answers to every question.



INSIGHTS FOR COMMUNICATIONS

APPLIED

SEGMENTATION, FRAMING

TARGETING & MESSAGING: HOW TO

ENGAGE A PERSUADABLE/MODERATE

AUDIENCE?

WWW.LISTENTOEUROPE.INFO

WORLDVIEW, DEMOGRAPHIC & BEHAVIORAL

DIVIDE

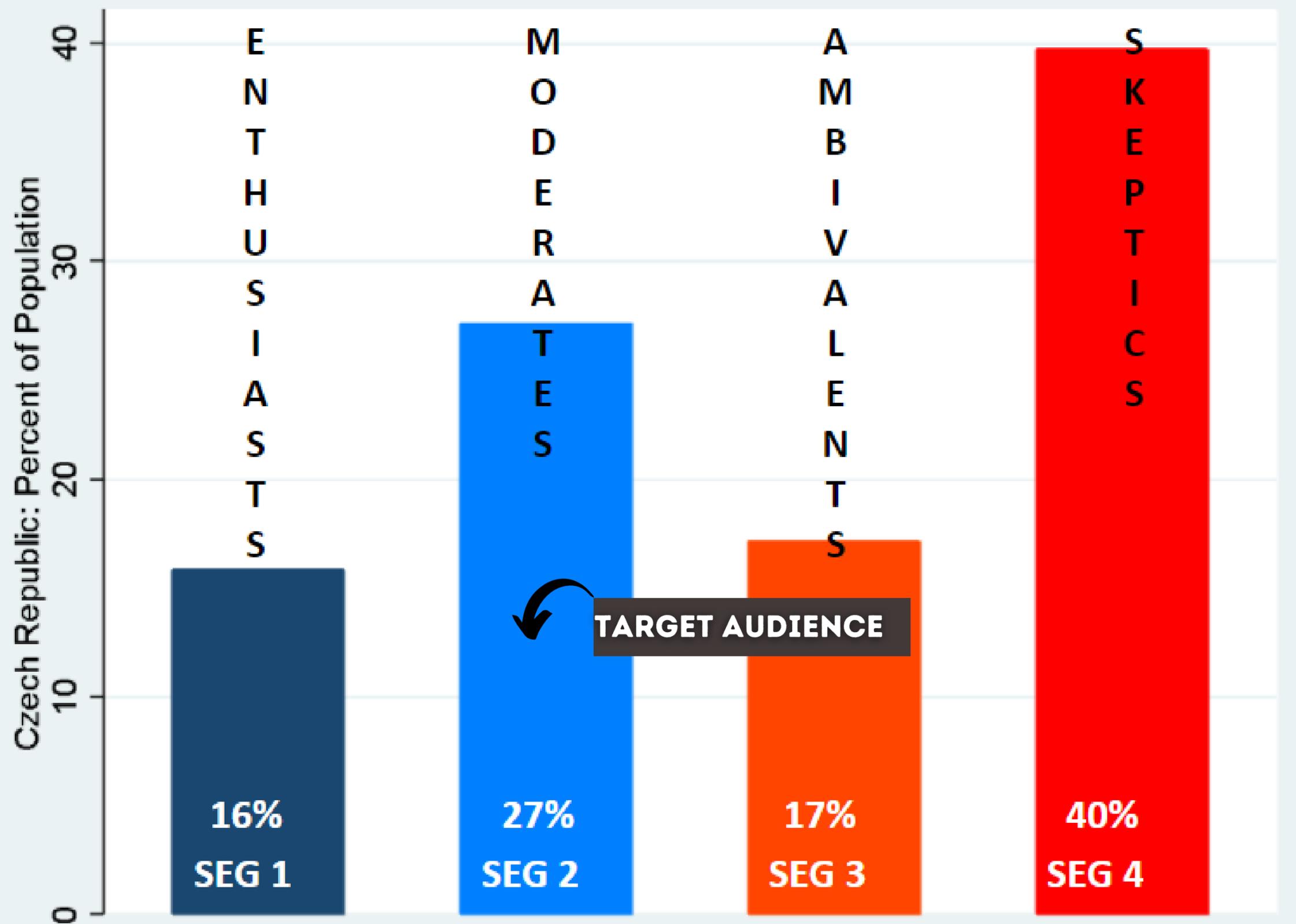
**THAT SHAPES IDENTITY, ATTITUDES
& POLITICAL CHOICES**

**AUTHORITARIANISM
HOSTILE SEXISM
IDEOLOGY**

**AGE
EDUCATION
GENDER**

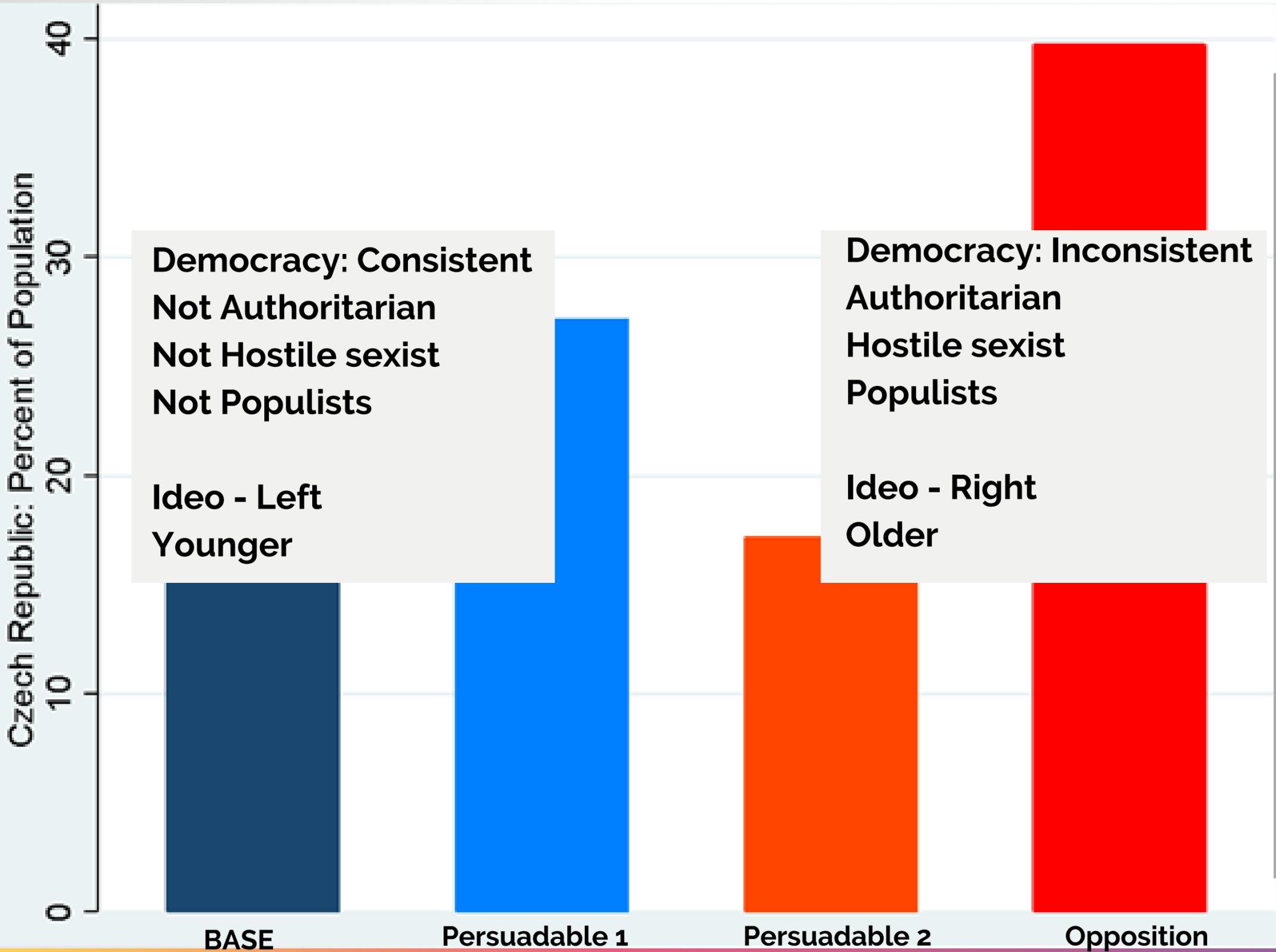
**POPULISM
SUPPORT FOR DEMOCRACY
EU SEGMENTS**

EU SEGMENTATION





SUPPORT FOR DEMOCRACY



Using LTE data allows to better shape your campaigns according to the characteristics of your persuadable audience. Segment 2 population:

- See climate change as a serious issue
- Moral duty to help immigrants
- Pro-LGBTQ+ rights
- Stop Hate Speech & Disinformation

You can find more relevant data on the [LTE website](http://WWW.LISTENTOEUROPE.INFO).

EU: FRAMING & MESSAGES

APPLICATION

FRAMED BASED ON

- **IDENTITY:** Czech First and European Second
- **EMOTION:** Hope For A Better Future, Not Fear
- **PLACE:** Pride in Czechia & Sense of Belonging
- **OUTLOOK:** Future-oriented, Openness to Change Regarding Traditions
 - NOT Radical Change
 - NOT Return to Past/Status quo
- **GOAL:**
 - Promote Economic & Social Equality, Reduce Poverty
 - Protect Freedom, Democracy & Human Rights
- **EU benefits Czechia by**
 - Making the country economically stronger (EU Recovery Fund), Helping in the Covid-19 response, Promoting Freedom, Democracy & Equality
 - BUT acknowledge that EU is a Work in Progress



ABCS OF COMMUNICATIONS #1

DO'S

Messages are **MORE LIKELY** to engage and motivate a persuadable/moderate audience if they are:

1. Are perceived as authentic and are values driven – Create messages for people, not activists

- Authenticity, not marketing. Ad agency quality is often identified as marketing and often dismissed as manipulative
- Real people, not actors or stock footage/shots
- Relatable
- Recent examples of direct benefit of EU (Eu Recovery Fund, Covid-19 EU response)

2. Simple, clear, short and easy to follow – Say Less, Communicate More

- Focused on story, narrative...THINK VINGETTE

3. Offers Solutions

- Straightforward actions someone can do/common-sense calls to action

ABCS OF COMMUNICATIONS #2

DO'S

4. Are targeted by audience – at least recognizing significant attitudinal differences by gender & age :

- Olders are Consistent supporters of Democracy
- Youngers are concerned by Climate change issues and civic platforms
- Mostly women, who are not hostile sexists nor believe in the need for a strong leader

5. Are hopeful, focused on the future (not past wrongs and blaming), speak of an openness to change regarding traditions, but without a radical change.

6. Call for lessened economic inequalities, for enhanced values of freedom and democracy.

ABCS OF COMMUNICATIONS #3

DON'T 

Messages are MORE LIKELY to **FAIL** with this audience if they:

1. Focus heavily on activism, protests, "public" theater, march and rallies
2. Are negative, blame or focus on ideology and appear to promote a polarized narrative (Us V Them)
3. Even hint at aggression, conflict disruption or the possibility of violence
4. Focus on a return to the past
5. Long, complicated, or too packed with information
6. Feel packaged, like "campaign" – definitionally inauthentic

MEDIA SCREENING

- The EU representations are mainly **negative, being pushed by the far-right**. Their aggressive rhetoric stirs a lot of engagement. Their strategy is **message repetition**: "EU does not help, but harms".
- Undemocratic actors are **appropriating the concept of democracy** and democratic values. The main anti-EU narrative is that the EU enforces CZ to comply with cultural diversity (narrative related to **migration and islamophobia**).
- The EU is addressed as an **external subject**, dominated by Western countries in opposition to the V4 countries (the rich vs the poor).
- Pro-European narratives are fostered by liberal and progressive actors, mainly based on the defence of **democratic values**. Underlining the struggle of how the Czech Republic was built, the responsibility towards future generations.
- In general, the topic of funding and its benefits is not receiving much attention, which the far-right is using to diminish or **deny the importance of the funds**. A lot of the attention is focused on **corruption**.

RESOURCES



- **LINK 1: LTE WEBSITE**

- **LINK 2: MEDIA ANALYSIS KOMONS**