



LISTEN TO EUROPE

REACHING BEYOND OUR BASE AUDIENCE

APPLYING THE DATA: POLAND 



**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.

POLAND

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 **POLAND** ALWAYS
SUPPORT DEMOCRACY?**

DEFINING A CONSISTENT SUPPORTER OF DEMOCRACY

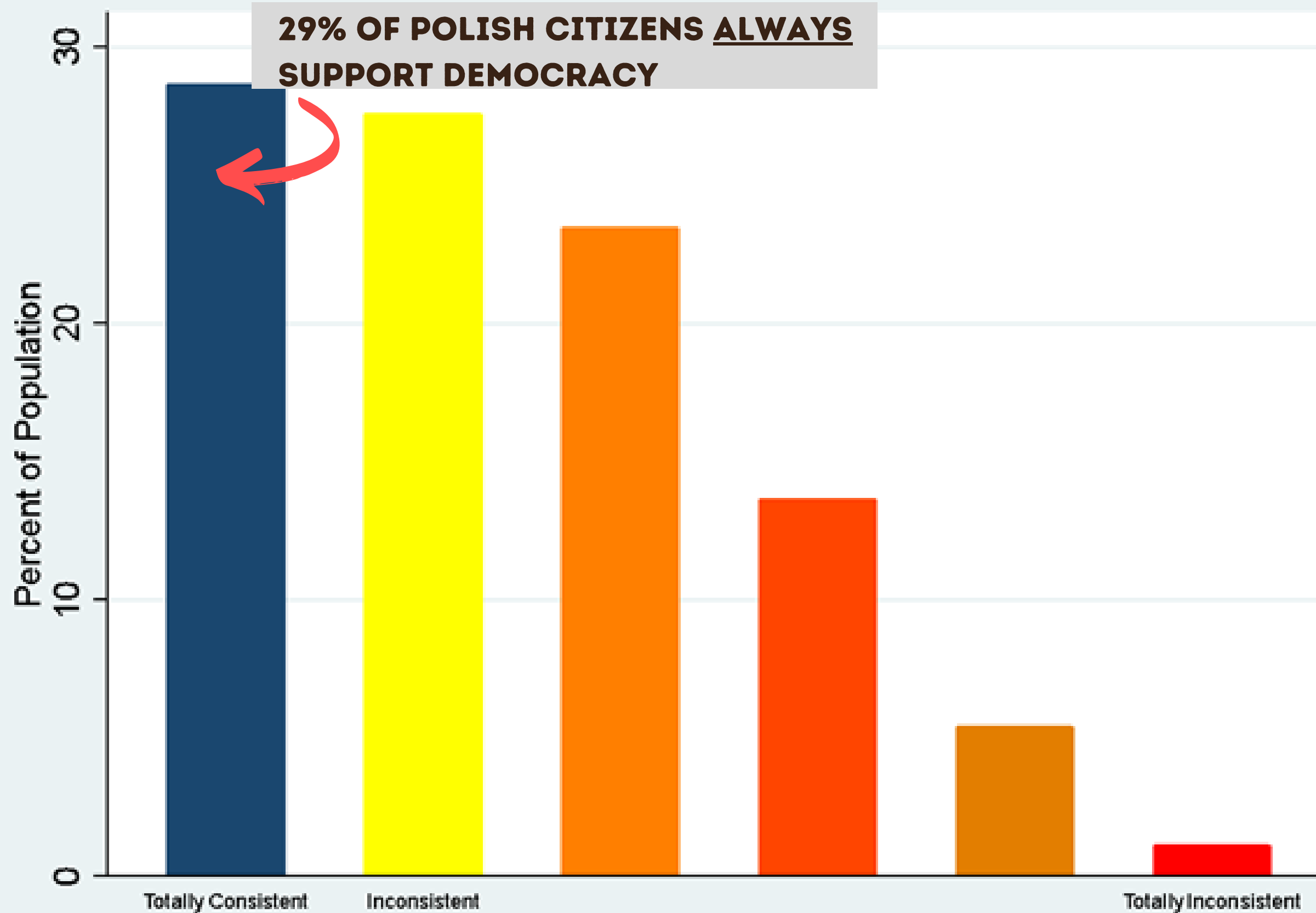
FOUR QUESTIONS: **YES** OR **NO**?

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

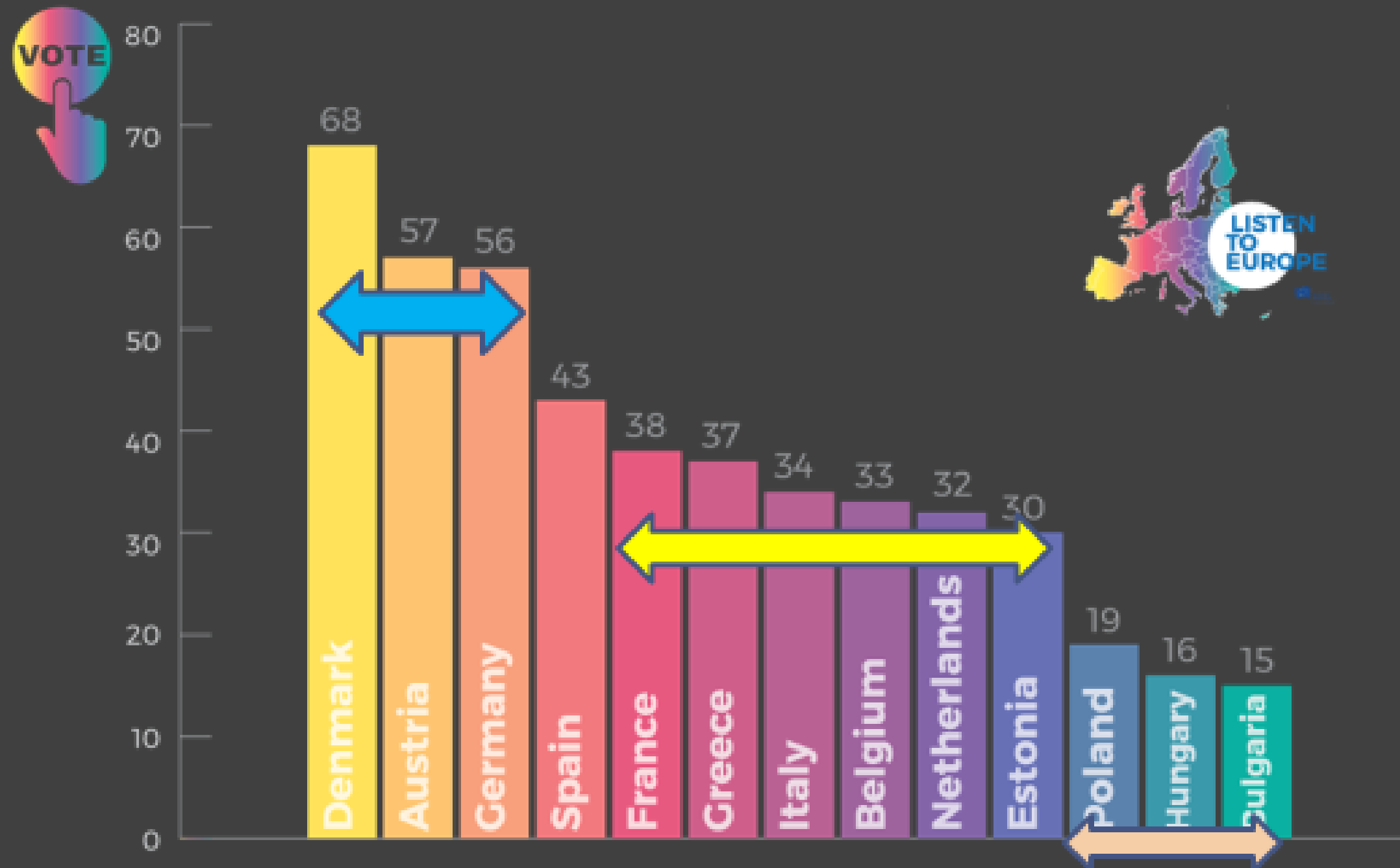


COMPARATIVE: 2019 DATA



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?

WORLDVIEW, DEMOGRAPHIC & BEHAVIORAL

DIVIDE

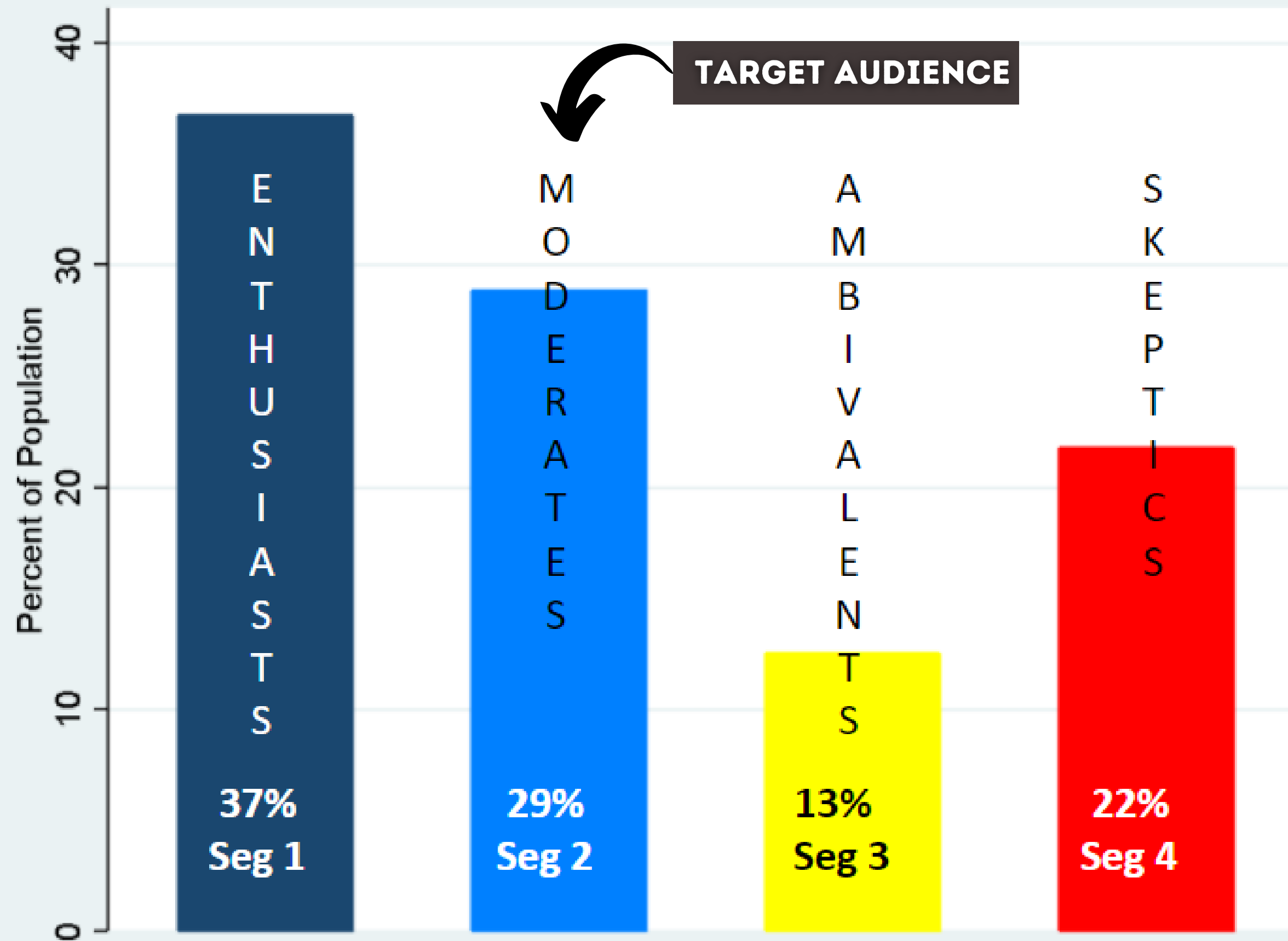
**THAT SHAPES IDENTITY, ATTITUDES
& POLITICAL CHOICES**

**AUTHORITARIANISM
HOSTILE SEXISM
IDEOLOGY**

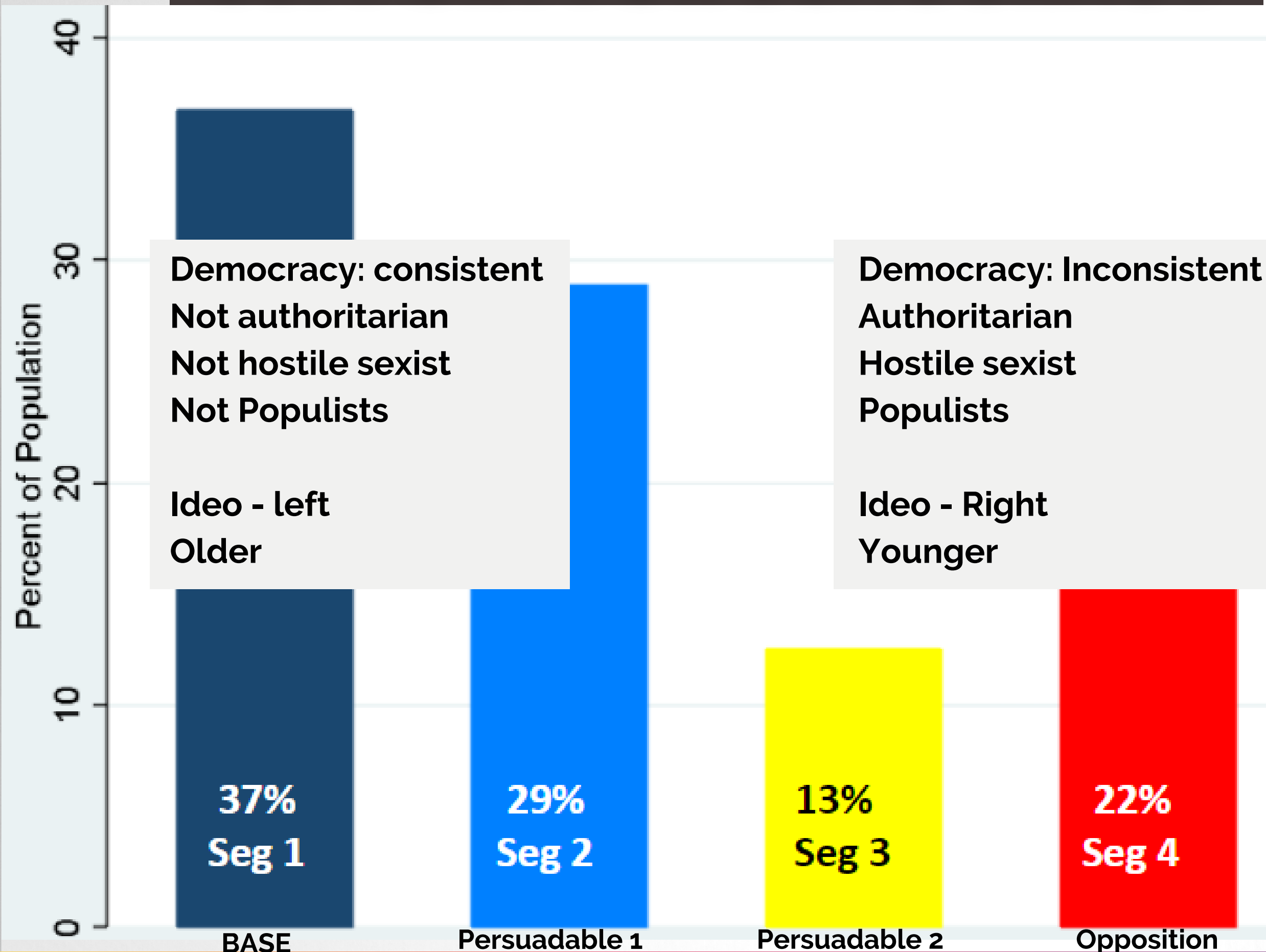
**AGE
EDUCATION
GENDER**

**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:

- *Does not own gun*
- *Never attends church*
- *Thinks gender studies are science*
- *See their identity as Polish & European, etc.*

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

EU: FRAMING & MESSAGES

APPLICATION

FRAMED BASED ON

- **IDENTITY:** Polish First and European Second
- **EMOTION:** Hope For A Better Future
- **PLACE:** Pride in Poland
- **OUTLOOK:** Future-oriented, Openness to Change Regarding Traditions
 - NOT Radical Change
 - NOT Return to Past/Status quo
- **GOAL:** Future Where
 - Economic Inequality Lessened
 - Security of Poland Protected and Enhanced
- **EU benefits Poland by**
 - Making the country economically stronger (EU Recovery Fund), Helping in the Covid-19 response, Making Poland more secure (protects sovereignty)
 - 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 a protected and enhanced Security of Poland.

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 is framed by **conservative** actors as an unjustified influence that **threats Polish traditional values** and culture (police person/negative).
 - On the other side, **progressive** actors frame EU institutions as the only alternative to the Polish “authoritarian regime”, the EU’s **civilising influence** can change Polish culture towards openness and democracy.
 - **Diversity and civil rights** are central in both views.
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- Most actors agree that Poland benefits economically due to the EU membership. The EU as “**financial source**” and “**provider**” are widespread.
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- Narratives about the **future** are predominantly negative, loaded with **fear/threat**: representations of the disintegration of the EU, or dark future due to external reasons (e.g., the climate disaster).

RESOURCES



- **LINK 1: LTE WEBSITE**
- **LINK 2: DEMOCRACY TABLE POLAND**
- **LINK 3: MEDIA ANALYSIS KOMONS**