The EUDigiParty data set: The digital campaigning presence of 401 political parties during the European Parliament election 2024 including websites and social media handles on Facebook, Instagram, TikTok, X/Twitter, and YouTube

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August 6, 2024

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1   Acknowledgements

2   Introduction

Digital communication on social media platforms has become an essential ingredient of political campaigns. While scholars for long considered European elections second order elections, this may be changing in the future (Gattermann, de Vreese, & van der Brug, 2021; Reif, Schmitt, & Norris, 1997). The 2024 European parliamentary elections underlined an increasing electoral support for radical and Eurosceptic parties. Thereby, these parties are leveraging social media, particularly through platforms like TikTok, to engage with voters, especially younger audiences (Albertazzi & Bonansinga, 2024; González-Aguilar, Segado-Boj, & Makhortykh, 2023).

This data set supports researchers interested in the investigation of digital communication activities by political parties in Europe by providing an extensive list of parties' social media accounts on major digital platforms as of June 2024. The data is valuable for researchers in the fields of political communication, political science, political sociology, and computational social science to inspect party dynamics in Europe from a comparative perspective. The data set also includes identifiers from the Partyfacts database [Version 2023] (Bederke, Döring, & Regel, 2023) to enable linking the EUDigiParty data with existing data sets on political parties or country-level data in the European Union. To investigate populist or opposition-government dynamics the data set can, for instance, be linked to the PopuList data set 3.0 (Rooduijn et al., 2023, 2024) or the ParlGov database. Our data collection shows that a majority of European parties have adopted social media as communication channels for their digital campaigning efforts.

3   Data collection

As a starting point, we used a list of European party names running in the 2019 and 2024 European elections provided by the EU&I project (Ferreira da Silva, Reiljan, Cicchi, Trechsel, & Garzia, 2023; Reiljan, da Silva, Cicchi, Garzia, & Trechsel, 2020). Based on this list, we thoroughly searched for party names on selected social media platforms. If no relevant results were found, we also searched for the party names, abbreviations, and platform names via online search engines. Finally, we cross-checked our results with a list of social media accounts provided by the CamforS project.

Table 1 shows an overview of the number of parties per platform in the final data set. Additionally, we linked the Partyfacts-Identifier (Bederke et al., 2023) to facilitate further analysis. In total the EUDigiParty dataset contains data on 401 European parties. Facebook is used by 92.77 % of the parties in our dataset whereas TikTok is only used by 43.89% of the parties in the EUDigiParty

dataset. Instagram, X/Twitter and YouTube are used by roughly 80% of European parties in our dataset. More details on the variables can be found in the Codebook in Table 2. Of the 401 parties in EUDigiParty, 203 are also part in the most recent Partyfacts data and can be linked easily via the Partyfacts-ID included in the EUDigiParty data set.

Facebook	Instagram	TikTok	X/Twitter	YouTube
372	327	176	322	323
92.77	81.55	43.89	80.3	80.55

Table 1: Social media handles included per platform for N=401 European parties and proportion of parties using social media (in percent)

4   Data and Variables

Table 2 describes the variables of the EUDigiParty data set. The data set entails country and party information, links to Wikipedia pages and party webpages as well as the parties' social media account handles on major digital platforms. Additionally, the data set includes the Partyfacts identifier to link the data with other party or country-level data. The data set is envisioned to enable researchers to collect data from party webpages and Wikipedia pages via scraping and data on party accounts on social media platforms via platforms' API accesses.

We plan to extend the data set by including LinkedIn handles but could not ensure the same level of validation as for the other platforms for which we double-checked each account and compared with lists of colleagues. Thus, we plan to release a second version including LinkedIn handles and vote shares in the 2019 and 2024 European elections.

In conclusion, the data collection reveals that a significant proportion of European parties actively utilize social media for digital campaigning, with Facebook as the most adopted social medium and TikTok emerging as a relatively new platform, though its adoption is roughly half that of more established social media channels.

Variable Name	Description
COUNTRY	Country of the party
COUNTRY_CODE	Country code (0 for EU-level parties)
PARTYFACTS_ID	Unique identifier as per Partyfacts
ABBREVIATION	Party abbreviation on Wikipedia and Partyfacts
PARTY_NAME_ENGLISH	English translation of party name
PARTY_NAME	Party name in national language
FOUNDED	Year of the party's foundation
PERSON	This is an individual candidate, not a party
WIKIPEDIA	Link to English Wiki page, if present
WEBSITE_NATIONAL	Link to national website
WEBSITE_NATIONAL_SUBPAGE_EU	Link to EU subpage on national website
WEBSITE_EU	Link to EU website
WEBSITE_EUGROUP_SUBPAGE	Link to subpage of EU parliamentary group
EU_GROUP	EU parliamentary group a party belongs to (2019-2024)
TWITTER_NATIONAL	National Twitter account
FB_NATIONAL	National FB account
INSTA_NATIONAL	National Instagram account
TIKTOK_NATIONAL	National TikTok account
TIKTOK_NAT_DISPLAY_NAME	National TikTok display name
YT_NAT_BIO_HANDLE	National YouTube Handle (starting with "@")
YT_NAT_ID	National YouTube ID
TWITTER_EU	European Twitter account
FB_EU	European Facebook account
INSTA_EU	European Instagram account
TIKTOK_EU	European TikTok account
TIKTOK_EU_DISPLAY_NAME	European TikTok display name
YT_EU_BIO_HANDLE	European YouTube Handle (starting with "@")
YT_EU_ID	European YouTube ID

Table 2: Description of EUDigiParty variables

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