

# Online Appendix

## Chapter 8: Measuring Populism through Text Analysis

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### Exercise

This exercise presents a joint press release of the populist radical right parties AfD (Alternative für Deutschland) from Germany and FPÖ (Freiheitliche Partei Österreichs) from Austria. The text has been translated by the author. The original press release in German can be found here: [https://www.ots.at/presseaussendung/OTS\\_20230919\\_OTS0114](https://www.ots.at/presseaussendung/OTS_20230919_OTS0114).

1. Divide the section into unit of measurements of your choice.
2. Apply both the hand-coding and the dictionary approach.
3. Note that headings should not be coded.
4. Compare the results.
5. Discuss instances of false positives and false negatives.

## Populism Coding Handbook

### People-Centrism

Does the text refer to/ describe “the people” in a positive way?

Not only the literal reference counts as people-centrism, but also references to for instance “citizens”, “our nation”, “population”, “the Germans”.

Please also take the context into account when deciding whether people-centrism is present or not.

### Anti-Elitism

Does the text refer to/ describe elites in a negative way?

Anti-elitism does not only concern political, but also cultural, economic, legal or media elites.

Critique of individual persons does not fall into anti-elitism.

Please also take the context into account when deciding whether anti-elitism is present or not.

### Exclusionism

Does the text refer to/ describe other groups, that are not some kind of elites, in a negative way?

Exclusionism can concern groups based on their religion, country of origin, culture, ethnicity or sexuality.

Please also take the context into account when deciding whether exclusionism is present or not.

## Populism Dictionary

The asterisk (\*) indicates that a dictionary entry matches not only with e.g. “citizen”, but also “citizens” or “citizen’s” and even “citizen-friendly”.

People-Centrism	Anti-Elitism	Exclusionism
citizen* people population	antidemocratic civic participation corrupt* democra* deficit direct democra* established part* nepotism old party political elite* political class political correct* popular initiative referendum technocra*	asylum seeker* foreigner* immigrant* LGBT* migrant* muslim*

## **Press release**

### **FPÖ/AfD - Kickl and Weidel: "We are elected because we have the better answers!"**

#### **Governments in Germany and Austria are driving both countries to the wall and driving the population into poverty**

At a joint press conference in Vienna today, the federal spokesperson and parliamentary group leader of the AfD, Alice Weidel, and FPÖ federal party chairman, Herbert Kickl, delivered a reckoning with the political system in Germany and Austria. At the same time, they announced increased cooperation between the patriotic parties and joint efforts to bring about a change for the better for the affected population.

Weidel pointed out the disastrous policies of the German "traffic light government" and cited the total failure in the areas of illegal migration and climate policy as fatal examples. "There is no longer a distinction between asylum and poverty migration. In addition, the naturalisation law has been weakened so that migrants who have entered the country illegally can be granted citizenship after just three years if they provide diffuse integration services," criticised Weidel. This had recently led to a record 170,000 people being naturalised, around 30 percent of whom were mainly young and male Syrians. The climate policy and the so-called energy transition, which is driving the German economy to the wall and plunging the population into poverty, are just as disastrous. "This energy transition costs 2.5 trillion euros and saves just as much CO2 in six years as China emits in 24 hours," said Weidel, demonstrating the absurdity of the measures. Citizens would be forced to tear out their gas heating systems, while at the same time 50 new gas-fired power plants would have to be built to operate the heat pumps installed in their place.

With such a policy, which is diametrically opposed to the will of the citizens, governments are pleasing globalist organisations such as the World Health Organisation, the World Economic Forum and Agenda 2030, and the ruling parties are praised by the mainstream media for their alleged ability to govern," Herbert Kickl followed on from his German colleague's description. "But what does this ability to govern consist of? In the violation of fundamental rights and freedoms during the pandemic, which is now to be raised to an even higher level via the WHO pandemic treaty. In taking away people's prosperity and social security with eco-communism, in taking away their homeland through a misguided asylum policy and in ruining everything that is important and familiar to people - in short, everything that is normal," explained the FPÖ chairman.

The popularity of the AfD in Germany and the FPÖ in Austria is not only due to the fact that the governments are so bad, but because the patriotic opposition has the better answers to the important questions. "With coronavirus, it was the combination of freedom and health. With inflation, it is combating the causes in addition to immediate measures. When it comes to asylum, it is 'Fortress Austria' and when it comes to our values and identity, it is an offensive expansion of normality," said Kickl.

Both politicians were confident that a positive turnaround will succeed, even if the primary goal of the political system and its elites is to prevent the AfD and Alice Weidel in Germany, the FPÖ and Herbert Kickl in Austria and a strengthening of patriotic forces throughout Europe - with exclusion, defamation, manipulation, censorship and ultimately criminalisation. None of this will succeed because the AfD and FPÖ are the only parties that stand by their own people.

## Sample Solution 1

**Unit of measurement: sentence, Unit of analysis: press release**

### Hand-coding

**FPÖ/AfD - Kickl and Weidel: "We are elected because we have the better answers!"**

**Governments in Germany and Austria are driving both countries to the wall and driving the population into poverty**

At a joint press conference in Vienna today, the federal spokesperson and parliamentary group leader of the AfD, Alice Weidel, and FPÖ federal party chairman, Herbert Kickl, delivered a reckoning with the political system in Germany and Austria. (1)

At the same time, they announced increased cooperation between the patriotic parties and joint efforts to bring about a change for the better for the affected population. (2) (people-centrism)

Weidel pointed out the disastrous policies of the German "traffic light government" and cited the total failure in the areas of illegal migration and climate policy as fatal examples. (3)

"There is no longer a distinction between asylum and poverty migration. (4)

In addition, the naturalisation law has been weakened so that migrants who have entered the country illegally can be granted citizenship after just three years if they provide diffuse integration services," criticised Weidel. (5) (anti-pluralism)

This had recently led to a record 170,000 people being naturalised, around 30 percent of whom were mainly young and male Syrians. (6) (anti-pluralism)

The climate policy and the so-called energy transition, which is driving the German economy to the wall and plunging the population into poverty, are just as disastrous. (7) (people-centrism)

"This energy transition costs 2.5 trillion euros and saves just as much CO2 in six years as China emits in 24 hours," said Weidel, demonstrating the absurdity of the measures. (8)

Citizens would be forced to tear out their gas heating systems, while at the same time 50 new gas-fired power plants would have to be built to operate the heat pumps installed in their place. (9) (people-centrism)

With such a policy, which is diametrically opposed to the will of the citizens, governments are pleasing globalist organisations such as the World Health Organisation, the World Economic Forum and Agenda 2030, and the ruling parties are praised by the mainstream media for their alleged ability to govern," Herbert Kickl followed on from his German colleague's description. (10) (people-centrism, anti-elitism)

"But what does this ability to govern consist of? (11)

In the violation of fundamental rights and freedoms during the pandemic, which is now to be raised to an even higher level via the WHO pandemic treaty. (12) (people-centrism, anti-elitism)

In taking away people's prosperity and social security with eco-communism, in taking away their homeland through a misguided asylum policy and in ruining everything that is important

and familiar to people - in short, everything that is normal," explained the FPÖ chairman. (13) (people-centrism)

The popularity of the AfD in Germany and the FPÖ in Austria is not only due to the fact that the governments are so bad, but because the patriotic opposition has the better answers to the important questions. (14)

"With coronavirus, it was the combination of freedom and health. (15)

With inflation, it is combating the causes in addition to immediate measures. (16)

When it comes to asylum, it is 'Fortress Austria' and when it comes to our values and identity, it is an offensive expansion of normality," said Kickl. (17)

Both politicians were confident that a positive turnaround will succeed, even if the primary goal of the political system and its elites is to prevent the AfD and Alice Weidel in Germany, the FPÖ and Herbert Kickl in Austria and a strengthening of patriotic forces throughout Europe - with exclusion, defamation, manipulation, censorship and ultimately criminalisation. (18) (anti-elitism)

None of this will succeed because the AfD and FPÖ are the only parties that stand by their own people. (19) (people-centrism)

## **Dictionary**

**FPÖ/AfD - Kickl and Weidel: "We are elected because we have the better answers!"**

**Governments in Germany and Austria are driving both countries to the wall and driving the population into poverty**

At a joint press conference in Vienna today, the federal spokesperson and parliamentary group leader of the AfD, Alice Weidel, and FPÖ federal party chairman, Herbert Kickl, delivered a reckoning with the political system in Germany and Austria. (1)

At the same time, they announced increased cooperation between the patriotic parties and joint efforts to bring about a change for the better for the affected population. (2)

Weidel pointed out the disastrous policies of the German "traffic light government" and cited the total failure in the areas of illegal migration and climate policy as fatal examples. (3)

"There is no longer a distinction between asylum and poverty migration. (4)

In addition, the naturalisation law has been weakened so that migrants who have entered the country illegally can be granted citizenship after just three years if they provide diffuse integration services," criticised Weidel. (5) (anti-pluralism, false positive people-centrism)

This had recently led to a record 170,000 people being naturalised, around 30 percent of whom were mainly young and male Syrians. (6) (false positive people-centrism)

The climate policy and the so-called energy transition, which is driving the German economy to the wall and plunging the population into poverty, are just as disastrous. (7)

"This energy transition costs 2.5 trillion euros and saves just as much CO2 in six years as China emits in 24 hours," said Weidel, demonstrating the absurdity of the measures. (8)

**Citizens** would be forced to tear out their gas heating systems, while at the same time 50 new gas-fired power plants would have to be built to operate the heat pumps installed in their place. (9) (people-centrism)

With such a policy, which is diametrically opposed to the will of the **citizens**, governments are pleasing globalist organisations such as the World Health Organisation, the World Economic Forum and Agenda 2030, and the ruling parties are praised by the mainstream media for their alleged ability to govern," Herbert Kickl followed on from his German colleague's description. (10) (people-centrism)

"But what does this ability to govern consist of? (11)

In the violation of fundamental rights and freedoms during the pandemic, which is now to be raised to an even higher level via the WHO pandemic treaty. (12)

In taking away people's prosperity and social security with eco-communism, in taking away their homeland through a misguided asylum policy and in ruining everything that is important and familiar to **people** - in short, everything that is normal," explained the FPÖ chairman. (13) (people-centrism)

The popularity of the AfD in Germany and the FPÖ in Austria is not only due to the fact that the governments are so bad, but because the patriotic opposition has the better answers to the important questions. (14)

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None of this will succeed because the AfD and FPÖ are the only parties that stand by their own **people**. (19) (people-centrism)

## Sample Solution 2

**Unit of measurement: paragraph, Unit of analysis: press release**

### Hand-coding

**FPÖ/AfD - Kickl and Weidel: "We are elected because we have the better answers!"**

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With such a policy, which is diametrically opposed to the will of the citizens, governments are pleasing globalist organisations such as the World Health Organisation, the World Economic Forum and Agenda 2030, and the ruling parties are praised by the mainstream media for their alleged ability to govern," Herbert Kickl followed on from his German colleague's description. "But what does this ability to govern consist of? In the violation of fundamental rights and freedoms during the pandemic, which is now to be raised to an even higher level via the WHO pandemic treaty. In taking away people's prosperity and social security with eco-communism, in taking away their homeland through a misguided asylum policy and in ruining everything that is important and familiar to people - in short, everything that is normal," explained the FPÖ chairman. (3) (people-centrism, anti-elitism, exclusionism)

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## Dictionary

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