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2nd Event

The Role of the Social Media in the European Crisis

Wiernsheim (Germany)¹
11th – 13th June 2018

The event will be focused on the role of Internet and in particular of the Social Medias in influencing the perceptions of citizens, in particular regarding the European Union in this time of crisis.

The advent of Social media and of the social networks has profoundly changed the political communication, especially during the election campaigns; at the same time there has been a gradual decrease in trust in traditional media, politics, experts and polls.

Almost 50% of the adult population in every European country now has a profile on Facebook, the most successful social network, and about half of them use it at least occasionally as a source of political news. Millions of Europeans follow politicians, journalists and political comedians on Twitter and Instagram or watch their videos on YouTube, whereby the use of social media as a source of (political) news is still more prevalent among young people.

The different social network offers conflicting and alternative interpretations of events.

In the last years populist movements and parties across the EU have managed to use social networks increasingly as a platform for political communication and mobilization. The transformation of the media landscape and political communication by social networks has allowed them to communicate directly with a steadily growing number of followers and distribute their political content to a mass audience. The heavy use of the Social Networks and the use of anti-EU rhetoric is one of the reasons of the recent electoral success of populist in the EU.

The Euro-Crisis is producing the most significant challenge to European integration, testing the structures and powers of the European Union. **During this event we intend to explore how the European Union is portrayed in the social medias /networks; the implications on public understanding; the causes and the implication for European integration and identity.**

¹ Please, note: English will be the working language

AGENDA OF THE EVENT

11th June 2018

Arrival of participants – Transfer ² to the Hotel³

Social Dinner

12th June 2018

Open Session 1 – no public

09.00 – 09.15 Registration of Participants

09.15 – 09.45 **Mr Karlheinz Oehler**, Mayor of Wiernsheim

09.45 – 10.45 Presentation of young people of Wiernsheim, short debate

10.45 – 11.15 Coffee break

11.15 – 12.15 Presentations from partners/ input

12.30 – 14.00 Lunch

Open Session 2 – public

14.15 – 15.00 Presentation “WhyEurope” and debate (www.whyEurope.org)

15.00 – 16.30 Round Table: *Social Medias and EU*, in the European countries / interventions of partners

16.30 – 17.00 Coffee break

16.30 – 17.00 Debate

17.00 – 18.00 Conclusion and debate with Politician’s Representative of the Regional Council

19.00 Social Dinner

13th June 2018

Breakfast in the Hotel

Departure of participants

² At your arrival at the Airport you will find a dedicated Transfer (Be-Eu) for the Hotel Best Western Hotel in Niefern (Pforzheimer Str. 52, 75223 Niefern-Öschelbronn).

³ The dinner will be served at the Hotel