

Questionnaire - EU Referendum Campaign

**How did different mass media outlets communicate the EU referendum campaign?
To what extent did their strategy influence voters?**

Social Media

- Which social media platform do you find the most effective in communicating your personal view to the general public? Why do you think this?
- Do you have a personal twitter and one for your political work? When you tweet as an MP, do you get guidelines from your party as to what you can put on Twitter?
- Do you work on your social media presence yourself or do you have someone doing it for you?
- When you use twitter, do you mostly encounter views that are similar to your own?
- How often did you use twitter to put forward your views during the EU referendum campaign? What was the response like?
- Do you think there are risks that come with using twitter to gain information on events/Brexit?

Newspapers

- What newspapers have you been featured in during the EU referendum campaign?
- How have these newspapers differed in their coverage of you and your views?
- Is there a difference in the type of language they use in the articles? What do you think the reasons are for these differences?
- What is the process that newspaper outlets follow when featuring you in their newspapers? For example, do they interview you directly and ask for your approval?
- Which two newspapers do you think contrast their coverage in relation to Brexit in general?
- Do you trust newspapers more than social media in respect of political coverage?

TV Broadcasts

- What television shows have you been featured on and how have they differed?
- Do you feel that you are portrayed differently on television rather than on social media and in newspapers?
- Would you say that television is a more politically balanced platform as it is required to appeal to a broad range of people? (Coming off the idea that the

left/right cleavage in television is not as strong as in newspapers and that TV platforms have more responsibility to accuracy than social media etc.)

- On TV programs that you were featured on during the EU campaign, was it interviewed alongside someone from the leave campaign?

International Coverage

- Has social media allowed you to reach an international audience? If so, what are the benefits of that?
- What are some professional difficulties you have encountered when exposed to different cultures? Have you experienced any miscommunication or a loss in translation?
- Has your personal international experience provided you with another lens from which to approach your professional projects? How does that reflect in your local work?

EU Referendum Campaign and the Media

- The whole EU referendum campaign seems to have brought to the fore the dangers of social media when misused and the cleavage between the ways different age groups/social classes etc. use the media. Would you agree? What did you notice in that respect?
- Did the coverage of the EU referendum campaign change your opinion about the way the media are used in this country? Do you, as a politician, believe that it is your responsibility to use the media wisely?
- Do you think the EU referendum campaign media coverage was helpful or misleading?
- Would you say, in you work as an MP, that social media have the power to influence political decisions more than the traditional media? If so, is it for the best?