



Ernest Maragall, MEP  
&  
The European Election Studies (EES)  
invite you to an event on

# Elections to the European Parliament

Media, Campaigns, *Spitzenkandidaten*  
and the Rise of Euroscepticism

Wednesday 24 February 13:00-15:00  
European Parliament  
Paul Henri Speak (PHS), Rue Wiertz  
Room P1C047

*Lunch and drinks will be served.*

---

## The Event

The European Election Studies (EES) invite you to an event that will offer insights from the latest academic and survey research on European Parliament elections and public opinion. Leading representatives from the European Parliament and academia will come together to discuss new evidence on:

- **Media and campaigning in European Parliament elections**

How effective were the campaigns in persuading voters?  
What is the role of the media?

- ***Spitzenkandidaten***

Did the *Spitzenkandidaten* mobilize voters in 2014? What is the future of electoral democracy in the EU?

- **The rise of Euroscepticism**

What explains the rise of Eurosceptic and populist parties?

---

## Programme and Speakers

### **Welcoming remarks**

Ernest Maragall, MEP

Prof. Hermann Schmitt, Chair of the EES,  
Universities of Mannheim & Manchester

### **Keynote speech**

Jaume Duch Guillot, Director for Media and European Parliament Spokesman

### **Panel: Media, Campaigns, *Spitzenkandidaten* and the Rise of Euroscepticism**

*Moderator:*

Ilke Toygur, Autonomous University of Madrid & Sabanci University

*Speakers:*

Prof. Claes de Vreese, University of Amsterdam

Prof. Sara Hobolt, Vice-Chair of the EES, London School of Economics

Prof. Wouter van der Brug, University of Amsterdam

## **What is the EES?**

The European Election Studies (EES) is a pan-European study, directed by leading scholars, that has examined voting behaviour, citizens' attitudes, parties, candidates and the media in the context of the EP elections since 1979.

In 2014, the EES was conducted in collaboration with the EP's Eurobarometer and TNS Opinion in all 28 member states. This study provides unique insights into the election campaigns and democracy in the EU.

**For further information about EES please see**

**<http://eeshomepage.net/>**

**or contact Sebastian Popa at: [ees@mzes.uni-mannheim.de](mailto:ees@mzes.uni-mannheim.de)**

---

## **Registration**

**Please register by sending an email with your name and affiliation to [ees@mzes.uni-mannheim.de](mailto:ees@mzes.uni-mannheim.de). We will then contact you regarding the official registration in the European Parliament.**