

TEAM POPULISM **theguardian**

METHODOLOGICAL MEMO FOR THE GUARDIAN'S *How Populist Are You?* PROJECT.

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November 19, 2018

The populist attitudes scale used in this project is taken from Castanho Silva et al. 2018. It is based on the ideational definition of populism, identifying three dimensions of the concept: first, praising the common people as a homogeneous group and emphasizing popular sovereignty in politics (or, the idea of a general will); second, anti-elitism, or anti-establishment sentiments – the idea that the powerful elite has illegitimately taken control from the people and subverts this for its own benefits; and third, a good-versus-evil view of politics, in which compro-

mise with the other side is unacceptable, leaving little room to pluralism (Hawkins, 2010; Mudde, 2004).

Because populism is a multidimensional concept, sitting at the intersection of those three dimensions, each one of them is measured separately, with two questions for each. Half of the questions are negative-worded (meaning, higher agreement denotes lower populism), to prevent certain response style bias from affecting estimated levels of populist attitudes. There are two extra items in relation to the 6-item questionnaire proposed by Castanho Silva et al. 2018, which are designed to tap anti-establishment attitudes separately from

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anti-government ones. One is from the original pre-tests by Castanho Silva et al. 2018, and the other, from Brotherton et al. 2013, measures belief in conspiracies. The overall individual level of populism is calculated as an average across all items (inverting the scores of negative-worded ones).

The measurement of ideology is an adapted Wilson-Patterson conservatism scale (Wilson and Patterson, 1968), updated and pre-tested by Central European University's Political Behavior Research Group with cross-culturally valid terms that better reflect contemporary political debate in Western countries. It consists of six items that are more liked by liberals, and six more associated with conservatism. Once again, ideology is calculated as the average agreement with those items.

We used these two scales to calculate the example politicians' (Nigel Farage, Beppe Grillo, Pablo Iglesias, Emmanuel Macron, Angela Merkel, Evo Morales, Barack Obama, Andres Manuel Lopez Obrador, Viktor Orban, Justin Trudeau, Matteo Salvini, Bernie Sanders, Donald Trump) positions with the help of an expert panel consisting mostly of journalists, biographers and social scientists who were asked to respond to the questions placing themselves into the shoes of the politicians.

References

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Duration: Since September 2014.

Budget: 235,386 EUR.

Who Funded Us: Brigham Young University; Center for the Study of Ethnicity, Citizenship, and Migration; Central European University; Friedrich Ebert

Stiftung; GIGA Hamburg; GSU Center for Human Rights and Democracy; Hans Seidel Stiftung; IE University; International Society of Political Psychology; University of Connecticut; University of Zürich.

Project website:

<http://www.teampopulism.com>