



MICROPOPULISM

The micro-foundations of macro-institutions: an empirical investigation of the co-evolution of populist rhetoric and organizations

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DATA MANAGEMENT PLAN



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Researcher:	Vera Kunczer

1. Introduction

The EU as a driver of globalization and open markets has been increasingly the target of populist groups¹. What these groups share is an antiestablishment orientation, a claim to speak for the people against the elites, and opposition to liberal economics and globalization². One of the roots of populism is to a large degree tied to economic developments. Despite overall income growth, globalization has brought its winners and losers³. Therefore, in order to establish successful responses to populism, the EU must understand populist behavior, how it establishes, and what its consequences are. My project is aimed at providing an in-depth analysis of the micro-foundations of populism in order to gain a granular understanding of populist rhetoric that can undermine European values, as well as the drivers of this rhetoric and its economic consequences. Management scholars have made progress in understanding the co-evolution of organizational behavior and institutions⁴. Their contributions only peripherally touch upon macro-institutions and ignore the rhetoric element of institutional change. My aim is therefore to fill this gap and to provide a better understanding of how organizational behavior constructs macro-institutions, and to conflate co-evolution theory and discourse analysis. This project takes place in the context of populism and multinational enterprises (MNEs): MNEs are powerful organizations that shape globalization forces and economic developments and are considered to be part of the elite⁵. The populist movement defines political institutions and is also a setting that contains a central rhetoric element as populists frame the political debate⁶. Falling into the field of management science, and particular international business (IB), institutional and co-evolution theory, this project aims at uncovering the development of institutions from an organizational and discourse perspective. The project will thus contribute to a better understanding of the micro-foundations of macro-institutional change that could also be helpful in studying the development of other phenomena.

2. Data sources

I will identify the relevant populist parties through the Timbro Authoritarian Populism Index and find additional party data on The PopuList and the Parliaments and Governments Database. Manifesto, G-Delt or the Global Populism Database will be used as the populism databases. This data will be complemented with data on demographic characteristics of the political leaders (e.g., education, age, gender) with The Political Leaders' Affiliation Database as a base source. I will use the statistics software **R** for the entire analysis.

Interviews with experts from academia, policy-making, or the civil society (e.g., NGOs) will be conducted to gain a holistic understanding of the phenomenon under exploration (e.g., discourse in politics, populists' rhetoric, topics that populists communicate, etc.). Selection will be made with purposive sampling, snowball sampling, and theoretical sampling.

¹ Buti, M. & Pichelmann, K. 2017. *European integration and populism: addressing Dahrendorf's quandary*. European Commission, Directorate-General for Economic and Financial Affairs.

² Rodrik, D. 2018. Populism and the economics of globalization. *Journal of International Business Policy*, 1(1), 12-33.

³ Buti, M. & Pichelmann, K. 2017. *European integration and populism: addressing Dahrendorf's quandary*. European Commission, Directorate-General for Economic and Financial Affairs.

⁴ Lewin, A. & Volberda, H. 1999. Prolegomena on coevolution: A framework for research on strategy and new organizational forms. *Organization Science*, 10(5), 519-534.

⁵ Jimenez, A., Majocchi, A. & Piana, B. 2019. Not all family firms are equal: The moderating effect of family involvement on the political risk exposure of the foreign direct investment portfolio. Preliminary evidence from Spanish multinational enterprises. *Thunderbird International Business Review*, 61(2), 309-323.

⁶ Busby, E., Gubler, J. & Hawkins, K. 2019. Framing and blame attribution in populist rhetoric. *The Journal of Politics*, 81(2), 616-630.

I will draw on regression analysis to identify the causal relation between MNEs' behaviour and the populist rhetoric and its economic consequences. Those two research questions will aim for theory testing. The data will be retrieved from Orbis and will include foreign and domestic MNEs that are operating in the EU. This data will be complemented with other data sources to control for potential country-level and sub-national influences (e.g., WDI, Political Constraint Index). The following table gives an overview of the different data sources used in the project, what information will be collected, and how the data can be accessed.

Source	Data collected	Availability
Leader data		
Timbro Authoritarian Populism Index	The Index explores the rise of authoritarian populism in Europe by analysing electoral data from 1980 to 2017.	https://timbro.se/allmant/timbro-authoritarian-populism-index2017/
The Political Leaders' Affiliation Database	Information on the birthplaces and ethnicities of the effective leaders of 177 countries around the world between 1989-2020.	https://dataverse.harvard.edu/dataset.xhtml?persistentId=doi:10.7910/DVN/YUS575
The PopuList	Information (incl. political leaning) on populist parties in Europe from 1989 to 2022.	https://popu-list.org/
Parliaments and governments database	Information on political parties in 37 countries about the parties' e.g., government representation or election outcomes.	https://partgov.fly.dev/
Populism databases		
Manifesto Project	Parties' election manifestos from 1945 until today.	https://manifesto-project.wzb.eu/
Team Populism	Global Populism Database covers 324 government terms and includes 1,240 speeches.	https://populism.byu.edu/data?v=list
G-Delt	Identifies themes, people, emotions based on text from worldwide news	https://www.gdeltproject.org/
Firm-level data		
Orbis	Private company data including company reports, financial information etc.	Luiss library
Country-level data		
World Development Indicators	Data about economic, socio-demographic, political indicators	https://databank.worldbank.org/source/world-development-indicators
Political Constraint Index	Indicator for policy stability based on veto points	https://mgmt.wharton.upenn.edu/faculty/heniszpolcon/polcondataset/

Table 1: Table summarizing the various data sources used in the project

3. Storage and preservation of data

Data will be stored on the beneficiary's internal hardware drive and approved cloud storage (i.e., Luiss One Drive). Storing data on secure and approved cloud storage will ensure backup possibilities and to retrieve stored data and information over weeks. Data will be stored in widely used formats such as Excel or .csv files, making the data highly reusable and interoperable between different systems. All hardware will have password protected

access and have an access code known only to the researcher and her supervisor. In addition, sensitive personal data and interview data will have an access code known only to the researcher and her supervisor.

Appropriate measures will be taken to prevent unauthorized use of personal data. Luiss guarantees the University's compliance with the entry into force of Regulation 2016/679 / EU (GDPR) on the protection of personal data as well as “D. lgs 10/8/2018, n. 101” and subsequent amendments entrusting the “Compliance Office, Internal Audit and Risk Management” structure with the role of competence center in relation to privacy management. Furthermore, as required by art. 37 of the GDPR, the Personal Data Protection Officer (RPD or DPO) has been appointed to whom the role of internal guarantor for the correct application of the legislation is entrusted. Luiss, as Data Controller, has implemented all the obligations required by the GDPR and in particular has conducted a mapping of the processing of personal data by inserting it in the Register of treatments (Article 30 of the GDPR). A risk analysis was carried out on these treatments in order to adopt the appropriate and adequate security measures. Having different stakeholder references, all the necessary documentation has been prepared such as, for example privacy notice, instructions for processing activities, designation of authorized persons, designation of system administrators, designation of external Data Processor.

3. FAIR data management

The data I use in this project will be managed in line with the FAIR principles:

3.1. Findability

The data is **findable** through political databases (e.g., Timbro, Team populism); leader characteristics through parties', governments', personal websites from the populists, or The Political Leaders' Affiliation Database; text data is publicly available on the Manifesto project website, and Team Populism website; data on MNEs, their operations can be found on Orbis (this database requires a fee-based license which is provided by many universities); country-data is provided publicly by the World Bank, POLCON, or the International Country Risk guide data. Posting information about the data output of the project on social media platforms, institutions' websites, or personal websites will ensure that interested communities know about the data and that they also know where to find it. The data output will also be published on a repository (e.g., Zenodo).

3.2. Accessibility

All of the databases mentioned above are easily **accessible** for me through licenses of Luiss (e.g., Orbis), after creation of an account, or freely available (e.g., populist characteristics, WDI, Manifesto, POLCON, Timbro, Team Populism).

One of the main outcomes of my research is a database with data on EU populists. The aim is to share this data with interested scholars and the public through websites and through a repository (e.g., Zenodo). This data should be accessible after registration and consent that when the data is used, a reference to the funded project is required. Generally, my data output on populist parties, populist characteristics, and aggregated rhetorical

elements will be made available online through a website and be uploaded to a repository (e.g., Zenodo). Other data, such as interview data, are sensitive or protected through a license and will therefore not be shared.

What is more, I aim to publish my findings and research outputs in leading academic journals that are on the FT50 list. Luiss has signed an Open Access agreement, which allows direct access to the published studies by the public. Through interviews in the research process, I will involve policy makers and those parts of the civil society that could have potentially been influenced by populist rhetoric and action such as NGOs or citizens. Those individuals that took part in the interviews will receive updates on how their information is used, and what the outcomes of the project were.

3.3. Interoperability

The data I use is **interoperable** through the usage of **R** that allows the handling of large and different data files. I will store and publish the data on populists and populist parties in a csv. file that then can be analyzed with different software (e.g., STATA, Python). Metadata will be attached to the data that includes a description of the data including information about data sources and variables.

3.4. Reusability

The collected data will be used to answer all of the three research questions in my project and provides great potential to be used by scholars in management, IB, or political science. There are still many open questions regarding the interconnection between populism, micro-institutional development, and MNEs which makes the data highly **reusable**. Storing data on repositories will ensure long-term preservation of the data. I will use the statistics software **R**. **R** is freely available for download, widely used in the scientific community, and works on every operating system. Publishing data open access, using freely available populist data in my project and **R** as the software for data management and the analyses, allows high reproducibility of my analysis and data.

4. Ethical considerations regarding data collection and analysis

The project will comply with applicable European and national legislation of the member states in which the research will be conducted. The conduct of the researcher will follow the ethical principles of the European Convention on Human Rights, the Charter of Fundamental Rights of the European Union, the European Code of Conduct for Research Integrity, and specifically the EU Regulation (EU) 2016/679 (General Data Protection Regulation). On the national level, the project will follow the guidelines of the Italian Data protection Law (Decreto legislativo 10/8/2018, n. 101). At Luiss the project will be handled in accordance with the current rules and regulations in the area and follow the guidelines of the Luiss Code of Ethics. This project involves the (voluntary) participation of human beings, and the collection and processing of personal data. The following sections describe how these ethical issues will be addressed.

4.1. Human beings

Giving information: Participation in interviews is voluntary. Participants will be informed about the project to ensure that they know what their participation involves. They will also be informed on their right to withdraw from the project at any time, entirely or in part (remove or amend parts of data), with no adverse consequences for them. Printed information will be provided to all of the participants before interviews are conducted and will be discussed with the researcher to ensure full comprehension. Information will be given in the participants' mother tongue. All personal data collected from the participants will be made accessible to them and corrected, should they wish so. All research findings in terms of publications and exploitation forms will be available to the participants.

Seeking consent: Participants need to give consent by signing a written consent form. The consent form will use the language the participants can fully understand. It will explicitly state that participation is voluntary and that everyone has the right to refuse to participate and to withdraw their participation, samples or data at any time, without any consequences. It will be ensured that participants have fully understood the information in the form and that they do not feel pressured to give consent. If needed, the consent form will be translated in adequate languages. Retrospective consent might be sought when information comes participants that have not been selected for participation in interviews but that has been given in an unexpected way (e.g., group conversations, comments from a passer-by). Retrospective consent will be sought only if the recorded incident gives valuable insights for the research purpose.

Sampling and recruitment: All participants will participate voluntarily and exclusively with the signed consent form in the interviews. Selection of the interview participants will be made with purposive sampling, snowball sampling, and theoretical sampling. This means that participants will be selected with a specific focus of interest, on the recommendation of previous participants, and as the project progresses to explore issues that emerge during the research process. These techniques may result in samples that are non-representative of the socio-demographic structure of the population and of the variety of interests. Participants will not be discriminated in any way. Data about demographic information such as age, gender, and occupation will be collected in order to maximize the explanatory power of the research findings and the scientific contributions. For this reason, I aim to include the largest possible sample with the largest possible degree of diversity.

4.2. Personal data

Informed consent: Interview participants will be informed on the purpose of the research project, the methods used for data collection, storage, protection and use, as well as on the measures taken to ensure anonymity and confidentiality. Information will be provided and consent be sought through a written consent form that contains a specific confidentiality statement and a privacy notice pursuant to art. 13 of Reg. EU/2016/679.

Usage of pre-existing datasets: The project will use pre-existing data on political leader characteristics and text produced by populist parties. Data on populist leaders is available through party websites, government websites, personal websites from the populists, or The Political Leaders' Affiliation Database; text data is available on the Manifesto database and Team Populism. All of this data is publicly accessible and free after creation of an account (e.g., Team Populism) guaranteeing a lawful basis for the data processing. The mentioned datasets come from reliable and highly professional scholars and are frequently used in academic research - guaranteeing high quality of the data.

Anonymity and confidentiality: Interview records and transcripts will be kept private and accessible only to the researcher and her supervisor. Data will be communicated only in aggregated form. The results of the study will be reported and disclosed after having anonymized the sources. Pseudonyms for both organizations and individuals will be used, providing only the information that are relevant for the interpretation of the findings. Data will not contain any type of link to whoever provided them to eliminate the risk of unintended disclosure. In order to link the data to the participants, numerical or other type of markings will be used. Special attention will be given to any geographical and demographic information placed in publications to prevent modern procedures such as data mining techniques to reveal the identity of the participants.

Secondary use: Participants will be asked to give consent for secondary use of the collected data. Secondary use could be only for follow-up projects or research projects within the same or related research area in which the researcher is involved. In no case, data will be given to third research teams or organizations in which the researcher could not have control on the storage, use and protection of the data.

5. Consent forms

The following part displays an example of the consent form that will be distributed to interview participants before the interviews take place to ensure the participants' understanding of the scope of the project and their rights regarding the interview process. An additional form ("privacy notice") should ensure the legal and correct processing of personal data pursuant to art. 13 of Reg. EU/2016/679.

CONSENT FORM

This consent form should ensure that you understand the purpose of the research project and your involvement, and that you agree to the conditions of your participation.

This research project aims at uncovering the development of institutions from an organizational and discourse perspective. It takes place in the context of populism, a phenomenon that contains a central rhetoric element as populists frame the political debate. This project is aimed at providing an in-depth analysis of the micro-foundations of populism in order to gain a granular understanding of populist rhetoric, as well as the drivers of this rhetoric and its economic consequences. This project has been granted by the European Commission with a Marie Curie European Fellowship. The research project will last 24 months, will be conducted by the researcher Vera Kunczer at the Department of Business and Management at Luiss Guido Carly (Italy), under the supervision of Professor Antonio Majocchi. The results will be disseminated and the action communicated with tailored measures to a wide audience, including the academic community, policy makers and the general public.

Confidentiality of data:

All of the information that I collect about you will be kept strictly confidential. They will be safely stored and are accessible only to the research team. We can use them only for current or future research purposes. No third parties will have access to the data. The project results will be presented anonymously and in aggregated form. You will not be able to be identified or identifiable in any reports or publications. Your words and activities might be quoted or described in the final output in a way that they cannot be linked to you.

Participants' rights:

Participation is completely voluntary and you can withdraw at any time. If you are being interviewed, you can decide to stop the interview at any time and may refuse to answer any question without penalty. You can also decide to look at the transcripts at any time and amend your statements. If you decide that you do not want information that you shared with me to be used, statements will be removed from the recordings and notes, and will not be used in the project.

By signing this form, you certify that you approve the following:

- The interview will be recorded and a transcript will be produced
- The transcript of the interview will be analysed by the researcher
- Access to the interview transcript will be limited to the researcher and academic colleagues with whom she might collaborate as part of the research process
- Any summary interview content, or direct quotations from the interview, that are made available through academic publication or other academic outlets will be anonymized so that you cannot be identified

- That any other information in the interview that could identify yourself is not revealed
- The actual recording will be (kept/destroyed – please indicate your preference)
- Any variation of the conditions above will only occur with your further explicit approval

By signing this form, you agree that;

1. You are voluntarily taking part in this project. You understand that you do not have to take part, and you can stop the interview at any time;
2. The transcribed interview or extracts from it may be used as described above;
3. You have read the information about the project, the data confidentiality, and the participants' rights;
4. You do not expect to receive any benefit or payment for my participation;
5. You can request a copy of the transcript of your interview and may make edits you feel necessary to ensure the effectiveness of any agreement made about confidentiality;
6. You have been able to ask any questions you might have, and you understand that you are free to contact the researcher with any questions you may have in the future

Name of participant

Name of researcher

Date

Date

Signature of participant

Signature of researcher

PRIVACY NOTICE pursuant to art. 13 of Reg. EU/2016/679

Premise

Luiss, Libera Università Internazionale degli Studi Sociali Guido Carli (hereinafter “Luiss”), is an autonomous university that offers an advanced educational model.

This information describes the characteristics of the processing carried out by Luiss on data related to data subjects involved in the Project “MICROPOPULISM - The micro-foundations of macro-institutions: an empirical investigation of the co-evolution of populist rhetoric and organizations”, highlighting the rights that the legislation guarantees to them.

The information is periodically updated, to adapt it to current legislation or to new methods of processing personal data.

What personal data do we collect?

The Data Controller collects and processes the following personal data of the data subject:

- identifiers (e.g., name, surname, place and date of birth, occupation);
- audio recordings of interviews.

For what purposes do we collect your data and why is the processing lawful?

The Data Controller collects and processes the personal information of the data subject for the following purposes:

- to conduct academic research within the University (the legal basis of the processing can be found in the in the public interest as well as in the consent of the data subject).

How does the Data Controller process your personal data and how long does it keep them?

The personal data of the interested party are processed both on paper and electronically (servers, cloud databases, application software, etc.).

The Data Controller retains the information of the data subject for a period of time identified according to the criteria of civil prescription and in compliance with specific sector laws, as well as on the basis of the terms necessary for the correct pursuit of the purposes identified above.

To whom do we disclose your personal data?**Internal communication**

The personal data of the enrolled person can only be accessed by teaching staff, administrative staff, researchers and collaborators of the University and limited only to the information instrumental and connected to the Project.

External communication

The Data Controller may share the personal information of data subjects with certain suppliers who assist it in the Project and who are eventually and specifically appointed for this purpose as external Data Processors.

The Data Controller does not disclose personal information to other third parties without the consent of the data subject, unless this is not the case is required by law or by an Authority:

- in case it is necessary for reasons of national security;
- for reasons of general interest;
- in relation to a request from public authorities.

Will your data be transferred abroad?

As a rule, your data will not be transferred outside the European Economic Area. Should such a transfer be necessary, the institutions provided for in Chapter V of the GDPR will apply.

What rights do you have as a data subject and how can you exercise them?

The European Regulation on the protection of personal data (2016/679) guarantees the data subject specific rights. In particular, the right of access, rectification, opposition to processing aimed at commercial or exclusively automated activities, cancellation, limitation and portability of data, as well as the right to contact the Authority for the protection of personal data.

If the interested party wishes to exercise the rights recognized by law, he/she may send, without any formalities, an e-mail to the privacy@luiss.it address or write to the Data Controller, Luiss Guido Carli, at the address of Viale Pola n. 12 – 00198 – Rome, specifying his/her request and providing the information necessary to identify the applicant.

The contact details of the Data Protection Officer (DPO) can be consulted on the Data Controller's website www.luiss.it.

CONSENT TO THE PRIVACY NOTICE

I, the undersigned Mr./Ms. _____, have read and accept the privacy notice above, and hereby

AUTHORIZE

the processing of my personal data pursuant to Regulation (EU) 2016/679, and exclusively within the scope of the Project.

Signature _____

Date _____