

<b>Project proposal</b>		
Project Title	Hate speech during the campaign of the 2020 parliamentary elections in RMV: effects on the behavior of citizens in intergroup relations.	
Project duration	6 months	
Timing	(01.06.2020 – 15.11.2020)	
Coverage level	National	
Justification	<p>In the Republic of North Macedonia, election campaigns in general are characterized by negative narrative, respectively, negative campaign. Data from previous election cycles in the RMV, conducted by relevant institutions that monitor the election cycle, have shown that there is a presence of hate speech on ethnic, party and gender grounds.</p> <p>The content and narrative of the speeches used during the election campaign by political parties also guide the behavior of citizens, in addition to the orientation to vote, and the development of a basis for categorization, prejudice, hatred and violence based on the same language classifications, hatred.</p> <p>Research and analysis of the use of hate speech in election campaigns by political parties and its relevance to the behavior of citizens towards the categories to which hate speech is directed participating to a better understanding of its effects (hate speech) in our subcontinent. , as well as to raise awareness of the widespread use of the same.</p>	
Target group	Citizens of the Republic of North Macedonia with the right to vote (18 years +).	
General goal	Identification of (non) use of hate speech by political parties during the 2020 parliamentary election campaign on RMV and its relevance to the behavior of citizens in intergroup relations.	
Specific goal(s)	<ol style="list-style-type: none"> <li>1. Identifying the use of hate speech by political parties during the 2020 parliamentary election campaign on RMV.</li> <li>2. Verifying the perception of RNM citizens for the use of hate speech by political parties during the campaign of the 2020 parliamentary elections.</li> <li>3. Tracing the relevance of the orientation of social dominance to the perception of hate speech and social distance.</li> </ol>	
Result (outcome)	1. Publication of data on the (non) use of hate speech by political parties in the 2020 parliamentary elections and its effects on the behavior of citizens in inter-parliamentary relations.	
Activities	Realization period	
	1. Preparation of instruments for measuring research phenomena	01.06-20.06.2020
	2. Transcription of speeches of political parties (the four largest parties in the country and coalitions) in meetings with citizens posted on their YouTube channels.	24.06.-13.07.2020
	3. Focus groups	29.06.-10.07.2020
	4. Collect online data with sponsored questionnaire.	28.06-13.07.2020
	5. Analysis of qualitative data (from transcripts) and quantitative (from the questionnaire)	15.08.-15.10.2020

	6. Working on publication	16.10. - 15.11.2020
Relevance	<p>In the last decade, the Balkan states and beyond have been characterized by electoral campaigns with populist narratives. Precisely these negative campaigns also contain hate speech for relevant groups such as minorities, ethnic groups, immigrants, refugees, political opponents, gender, etc.</p> <p>Obviously, after the use of hate speech continued appearance of hatred, discrimination against targeted groups, not rarely even violence and conflict and civil wars. Examples include the genocide in Rwanda, the civil war in Congo, and the wars in the former Yugoslav states, such as Bosnia and Herzegovina.</p> <p>Through this publication, relevant scientific data will be provided on the presence and effects of hate speech on the behavior of citizens in intergroup reports. It will enable the dissemination of data, which means the sensitization of the wider masses to the effects of hate speech.</p>	