



MOBILISE PROJECT

Determinants of 'Mobilisation' at Home & Abroad

TECHNICAL REPORT

Online Protester Survey Poland

24 March 2024

Cite as

Onuch O., Doyle D., Ersanilli E., Sasse, G., Toma S., Van Stekelenburg J., Espinoza F., Perez Sandoval J., Gonzalez Santos F., Michiels S., (2024). "MOBILISE Project Determinants of 'Mobilisation' at Home & Abroad. Technical Report Online Protesters Survey Belarus December 2020-March 2021."

Funding Note

We acknowledge funding associated with this research. Data described here were collected as part of the Open Research Area funded MOBILISE project (www.mobiliseproject.com) Grant Ref ESRC ES/S015213/1.

Executive Summary:

- This technical report details the MOBILISE Polish Protester Survey, conducted between December 26, 2020 and March 5, 2021. The survey aimed to gather data from both protesters and non-protesters during the protest wave in Poland, utilizing online platforms due to pandemic restrictions.
- Targeted advertising on social media platforms like Facebook and Instagram was employed to reach users aged 18 and above residing in Poland. Different advertisements targeted various demographics, emphasizing middle-aged individuals and women.

- Participants confirmed their age, citizenship, and residency before answering questions about protest participation. Protesters were further asked about their involvement in anti- or pro-government events. The survey also covered socio-economic status, political behaviour, and demographics.
- With a completion rate of over 44%, the survey garnered responses from 14,360 participants, with 11,610 meeting our inclusion specifications, and 6,819 completing the survey in full according to our team's specifications. Analysis focused on these completions for better comparability.
- Although not nationally representative, the survey's findings align with trends observed in nationally representative surveys conducted before, during, and after the protest wave in Poland.

Aim of Survey:

We note that this survey was not intended to be nationally representative – its aim was to collect as many protester responses as possible during the protest wave – but also collect enough non- protester responses to be able to compare between these two groups.

This approach was taken as:

- (1) in the middle of an on-going pandemic it is neither practical nor is it ethical to collect face- to- face on-site protest survey data (the Pls' past method of choice), and because
- (2) a nationally representative survey would result in not only a very small n of protest participants – but this sub- sample would itself likely be highly unrepresentative of the actual protest population (for extended discussions of this please see: Ogan, Giglou, and d'Haenens 2017; Onuch 2011, 2014, 2014a, 2014b; Rosenfeld 2017; Walgrave, Wouters, and Ketelaars 2016). And thus, we make no claims about the Polish population as a whole.

Nonetheless, we note that the general patterns found among our survey respondents, hold and are replicated in nationally representative surveys collected by our project.

Mode and Fielding:

The Survey was fielded 26 December 2020 and 5 March 2021.

The MOBILISE Polish Protester Survey was run online employing the SurveyMonkey platform and its sampling design was social media generated using existing best practices (Andrews, Nonnecke, and Preece 2007; Samuels and Zucco 2013).

Using mainly Facebook and Instagram adverts (whilst also allowing for link sharing across personal networks and Telegram channels), each collector (each targeted

advert) had its own link – which we also cross-referenced with a question posed to the respondent about where they found the link.

On Facebook/Instagram we employed Facebook’s own advert/recruitment algorithm but we specifically targeted 18+ users, who reside in Poland, speak Polish, and/or had Poland as main listed interest. Because there is an established literature about the nature and efficacy of such recruitment (Kaye and Johnson 1999; Samuels and Zucco 2013; Van Selm and Jankowski 2006; Wright 2005), namely that middle aged people and women are more likely to engage – we also ran two separate adverts targeting men and youth to account for the oversampling of the two former groups.

Two targeted advert texts were used: (a) “Are you Polish?...” and (b) “Have you participated in X Protests?...” followed up with “...please take this short Survey.” We ran these adverts in Polish and English. Expectedly, the most successful recruitment language was Polish. Users can assess the surveys by Collectors which is a variable in the datasets.

Figure 1 Example Collector list See Dataset for Full List

<u>Collector</u>
<u>All-ages protest question</u>
<u>Main fb ads link PL</u>
<u>PL in PL 18-45yo</u>
<u>PL in PL 46+yo</u>
<u>Poles in Germany</u>
<u>Poles in Spain</u>
<u>Poles in UK</u>
<u>Protesters in PL 18-45</u>
<u>Protesters in PL 46+</u>

Respondents could also select/switch the language they completed the survey in on the welcome page. The survey was available in two languages.

The survey began by asking a series of inclusion/exclusion criteria confirming questions: age (only those 18+ could continue/ are included), citizenship (only Polish citizens are included), and residency (only those who provided details of their location). Following these inclusion/exclusion questions the respondents were asked if they participated in any of the recent protests that began on August 9 (online, in-person, or both online and in-person).

Those who selected any one of these three options were then asked if they participated in a specific protest event. All of these self-confirmed protest participants were then directed to the protest survey - a series of items about the protests specifically. And following their completion were taken to the second portion of the survey – which asked a variety of typical political behaviour, evaluation, and attitudinal questions, as well as, a standard series of questions about socio-economic status and experience, and demographics.

All those who did not report being protest participants in that first question were taken directly to the second half of the of the survey – which was thus, answered by all respondents allowing for our comparison between protesters and non-protesters.

We also recruited Poles living abroad. They too answered the initial questions and were either taken to the protest specifics items or not. But once they completed the protest questions all respondents were again asked if they are abroad and those that answered positively were taken to questions specific for migrants. If they responded that they were not migrants they went straight to the main section of the survey which all respondents were asked to answer.

The survey took 25-35 minutes to complete in full (making it a rather long online survey). As is typical with online surveys more than 10 questions long the drop off rate is higher than in face-to-face CAPI or Telephone CATI surveys. We note though that majority of respondents who do drop off do so on the first page of the survey.

Completion Rate and Inclusion:

The average completion rate for the survey is over 44% - a very respectable outcome when compared to other online surveys of this kind. In total 14,360 (14,257 Polish, and 103 English) respondents began the survey.

We remind that we had several inclusion criteria: having given consent, having answered the item on sex, having provided their year of birth, providing the respondents country location at the time of survey, and being of Polish citizenship (remaining $n = 11,610$). Of those, 6,819 completed the survey in full (which we consider as having provided at least one response among the final battery of questions in the survey - those asking basic demographic questions).

Outside of age, sex, citizenship, and location of residence (all asked at the very beginning of the survey) the majority of demographic characteristics were collected at the last stage of the survey as is known best practice when surveying populations and especially when the topic is considered sensitive.

For this reason, in our analyses we only analyse those respondents who completed the survey in full as to allow for better comparison. Whilst users of these data may take a different approach this is the approach we recommend.

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