

PUBLIC LECTURE EVALUATION

Masaryk University

Faculty	Faculty of Social Studies
Procedure field	Political Science
Applicant	Alena Kluknavská, PhD.
Lecture date	3 rd October 2024, at 2:30 p.m.
Lecture topic	Populism on social media: The impact of populist politicians' messages on users' reactions on Facebook
Persons present (number)	12
Designated evaluators (board members)	prof. PhDr. Jan Holzer, Ph.D. doc. PhDr. Roman Chytilek, Ph.D. doc. PhDr. Oľga Gyárfášová, PhD.

Alena Kluknavská covered in her lecture all points formulated at the beginning of delivered presentation. The presentation had a bright structure. She offered basic theoretical presumptions of her research and approach; it means the definitions of key notions (populism / populist actor, social media, political communication, emotions in political messages), key lecture aims (how does populist affiliation / the content of populist messages affect the users' emotional emoji reactions?), theoretical perspectives (actor-centred and communication-centred) and methods (quantitative approach – negative binomial regression) and illustrated it by data from (first) various random cases and spheres of current social and political reality and next with concentration to the Czech case during the COVID-19, including some implications for current situation.

Presentation of dr Kluknavská was didactically very precise, with the respect to wider public, and in parallel fully academic. Following her quantitatively oriented approach, she presented the results of her research with the help of some diagrams and tables. The lecture respected time scale.

In the final part of her lecture, Alena Kluknavská promptly answered the set of questions, which deal for instance analytical separation of populist contra non-populist actors, roles of / relations between extreme rights and centred populism in the wider populist scale, alternative explanations of emotional reactions, variability of forms of messages, possible distortion of variables due to the possibilities of the language (sarcasm, exaggeration, humor, etc.), etc.

Conclusion

The lecture delivered by Alena Kluknavská, PhD., entitled *Populism on social media: The impact of populist politicians' messages on users' reactions on Facebook* and delivered as part of the habilitation procedure, **demonstrated** sufficient scholarly qualifications and pedagogical capabilities expected of applicants participating in a habilitation procedure in the field of Political Science.

Date: 3rd October 2024

prof. PhDr. Jan Holzer, Ph.D.



doc. PhDr. Roman Chytilék, Ph.D.



doc. PhDr. Ol'ga Gyárfášová, PhD.

