

Aim of the project

The aim of the project is to **identify and characterize the model of information flow between participants of the political communication process** that takes place in traditional media and online media in Poland during presidential and parliamentary election campaigns (2015, 2019, 2020). The research concerns three main categories of participants in the political communication process: **political entities** (political parties, politicians), **media** (media organizations, journalists) and **society** (citizens). In particular, the objectives of the project are: **(1)** identification and characterization of the process of political communication in traditional and new media, **(2)** content analysis of traditional press, television and online media, **(3)** indication of relations between participants of political communication in traditional media and online media, **(4)** identification of patterns of information flow in political information environment, **(5)** identification of potential differences in the frequency of using different patterns of information flow depending on the type of election campaign and **(6)** developing a model of information flow in political communication in traditional and new media with the proposal to use new research methods in this area.

Scheduled empirical research

Empirical studies include publications of traditional media and online media from 2015, 2019 and 2020. The selection of the sample will be based on important events (H. Gans), to which the parliamentary and presidential campaigns in Poland should be classified. The research material will be the content of selected titles of the printed press, television news programs and online media (including social media).

In the empirical part of the project, the **media content analysis** will be used (in the quantitative and qualitative dimension). This method is used in media and sociological studies, but also is present in the field of political science. Content analysis will be carried out using several tools: the author's codebook, the CAST system (Content Analysis System for Television) and the Atas.ti tool (in relation to qualitative research). In relation to online media, additionally the **social network analysis** (SNA) will be used. This method involves mapping and measuring relationships and flows between people, groups, organizations or other information or knowledge processing units. By using the NodeXL Pro tool, it will be possible to visualize the data in order to discover invisible structures and patterns in the connections between the analyzed actors.

The theoretical part, thanks to the use of **historical method**, will show the evolution of research on political communication, it will compare changes in the process of political communication that have occurred due to the emergence of new forms of communication (political communication in traditional media and political communication in the online media). **System analysis** will allow to outline relations that take place at the border of the media and political system within the social system. This will allow determining the institutional and normative conditions of political communication in Poland. The use of the **comparative method** will also allow to compare the used patterns of information flow by politicians, media and citizens, depending on the election campaign.

Reasons for undertaking research topics

Until now, no attempts have been made to apply the informatics concept of patterns of information flow to the field of political communication. Such an interdisciplinary approach can **broaden knowledge** about the processes that take place between actors of political communication, especially their activity and the way of communication with the environment. The project focuses not only on **political actors** and the **media**, but also assumes **citizen research** (their activity in online media). This topic in political communication is extremely rarely investigated. Thanks to the **use of new tools** (SNA) it becomes possible and allows to discover the real involvement of this entity in the process of political communication and in a general sense, it allows to broaden the possibilities of deep exploration of the whole field of political communication.