

Introduction

In contemporary politics, emotions are critical in shaping public discourse, influencing trust in institutions, driving political polarisation, and affecting civic participation. The ENCODE project systematically examines these emotional influences to develop strategies that strengthen the resilience of democratic systems across Europe.

By analysing how emotions impact political behaviour and communication, ENCODE aims to support the creation of positive, inclusive narratives that enhance trust and engagement in democratic processes.

Key Objectives

Mapping Emotions, Shaping Solutions

ENCODE aims to:

- Develop the theory of affective pluralisation
- Analyze social media's role in reflecting public emotions
- Examine the gap between biological reactions and verbal expressions
- Map how emotions drive polarization and shape values
- Investigate emotional links to populism, conspiracy theories, and identity formation
- Support policymakers by offering emotionally intelligent governance tools
- Conduct broad dissemination activities to embed findings across Europe

Methodology

ENCODE adopts a multidisciplinary research approach:

Social Media Sentiment Analysis: Tracking emotions in online discourse in real time

Biometric Research: Capturing physiological responses to political messaging

Surveys and Interviews: Understanding expressed emotions and perceptions

Theory Development: Creating a new model of affective pluralisation — recognizing the diverse emotional landscapes that shape societies

This integrated methodology ensures a comprehensive view of emotions in politics.

Impact

ENCODE is designed to generate significant social, academic, and policy impacts:

Policy Innovation:

By providing new tools and strategies, ENCODE empowers policymakers to integrate emotional intelligence into governance, thereby enhancing the legitimacy and resilience of democratic institutions.

Strengthening Democratic Resilience:

Through fostering positive emotional narratives and trust-building measures, the project supports more inclusive, cohesive, and participatory democratic environments.

Academic Advancement:

ENCODE contributes a novel theoretical framework to the study of emotions in politics, advancing knowledge across political science, psychology, communication studies, and sociology.

Public Engagement and Awareness:

By disseminating research findings through public campaigns, workshops, and policy dialogues, ENCODE promotes a broader societal understanding of the emotional foundations of democracy.



Consortium Members

The ENCODE project brings together a diverse and expert consortium from across Europe, uniting academic excellence, policy insight, and technical innovation.

Partner	Country
ASM RESEARCH SOLUTIONS STRATEGY	Poland
UNIwersytet Wroclawski	Poland
KØBENHAVNS UNIVERSITET	Denmark
UNIVERSITAT WIEN	Austria
RE-IMAGINE EUROPA	Belgium
PREDICTBY RESEARCH AND CONSULTING S.L.	Spain
THE EUROPEAN CENTER FOR POPULISM STUDIES	Belgium
CENTER FOR THE STUDY OF DEMOCRACY	Bulgaria
INSTITUT ZA DEMOKRATIJA SOCIETAS CIVILIS SKOPJE	North Macedonia
UNIVERZITET U SARAJEVU	Bosnia & Herzegovina

Together, we bridge science, technology, and policy to decode emotions and renew European democracy.



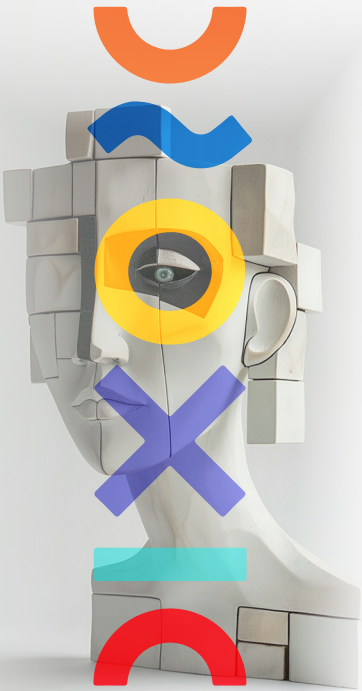
Unveiling
Emotional
Dimensions
of Politics
to Foster
European
Democracy



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ENCODE Project

"Unveiling Emotional Dimensions of Politics to Foster European Democracy"

Emotions shape political decisions, trust, and engagement. ENCODE explores how emotions impact democratic processes and how positive narratives can build a resilient Europe.



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