

# Right-wing Populism & Social Media

## An interdisciplinary case study on Fratelli d'Italia

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### Honours + challenge

How do old and new media influence individuals and society?

 Honours+



### 1 Background

On September 2022, Italians were called to vote once again to choose representatives for their lower parliament and senate. The alliance on the center-right, led by Giorgia Meloni of the Brothers of Italy party, won the most votes. Giorgia became the first female prime minister of Italy, but her extreme right-wing political views have alarmed people both at a national level and abroad, with many considering her to be the most extreme right-wing prime minister since World War II (Giuffrida, 2022)

### 2 Objective

The aim is to explore the different aspects of social media that contribute to the emergence of right-wing populist parties and their effects on **health** and **economic systems** through a multidisciplinary approach that incorporates **historical, sociological, and psychological** views.

### 3 Methodology

**Literature review** on previous research about the topic + **survey** with 89 responses

### 4 Analysis

- Fratelli d'Italia vs. Italian Fascism: Parallels and Distinctions
- Social Media Impact on Political Communication and Mobilization
- Propagation of Medical Misinformation: Covid-19 and Vaccination Rates in Italy
- Decoding Psychological Mechanisms of Social Media
- Assessing Social Media's Influence on Personal Political Choices

### 5 Main findings

Meloni's party, despite historical ties to Italian fascism, exhibits distinct ideals and communication strategies. Success is achieved through nationalist sentiments, divisive rhetoric, and aggressive, personalized messages. However, the spread of medical misinformation regarding Covid-19 online has been ineffective, as evidenced by Italy's high vaccination rates compared to other European countries. Additionally, the survey results suggest that social media has a minimal, statistically insignificant impact on shaping personal political beliefs.

#### References:

Giuffrida, A. (2022, October 22). Far-right leader Giorgia Meloni sworn in as Italy's prime minister. The Guardian.  
<https://www.theguardian.com/world/2022/oct/22/far-right-leader-giorgia-meloni-sworn-in-as-italys-prime-minister>

