Abstract

Populism is on growth throughout Europe and the World. Research has shown that especially in the European Parliament, the number of populist politicians is rising over the last decades. Likewise, social media usage by users is booming and is used particularly by this type of politicians who spread their messages, using emotionality and negativity. Since the literature indicated that populists are especially active, efficient, and followed this research aimed to analyze the relationship between the degree of populism and its influence on the three variables of the Members of the European Parliament elected for Czechia.

In order to evaluate such a relationship, the data from Facebook (page posts, interaction by users, and numbers of followers) were utilized to test defined hypotheses and answer the research question. Exploratory Data Analysis was used as a wider framework, while Pearson Correlation Coefficient served as a tool for computing the correlation. Therefore, the scale of the independent variable (*degree of populism*) was based on data about Czech political parties, reflected in *anti-elitism, corruption salience, protectionism,* and *nationalism*. The dependent variables were based on *activity, efficiency,* and acquirement of *followers*. Moreover, the test of *statistical significance* was conducted to increase the reliability of the research.

Results of the analysis indicated that the level of populism has no effect on MEPs activity (number of share page posts), while there was a high correlation between the two variables in the case of efficiency and a moderate one for growth of the follower's base. Hence, the thesis pointed out that more populistic MEPs produce content that is more attractive to the users, which manifests in a high amount of interactions (likes, comments, shares, etc.). This seems likely because the activity of the MEPs among the spectrum did not correlate with increasing populism, while efficiency and growth of followers did. Concussively, populist messages appear more effective in gaining interaction and followers.